# PLAY METER Magazine

VOLUME 22, No. 6 | FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY | MAY 1996


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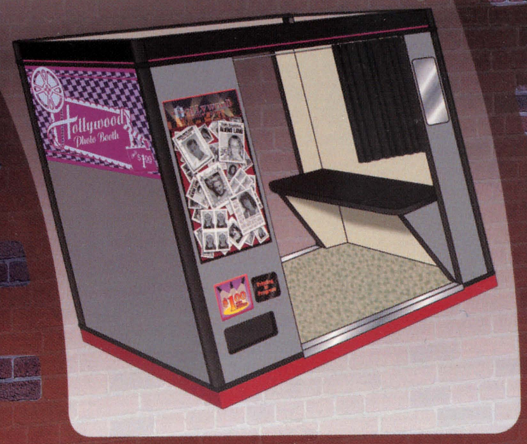
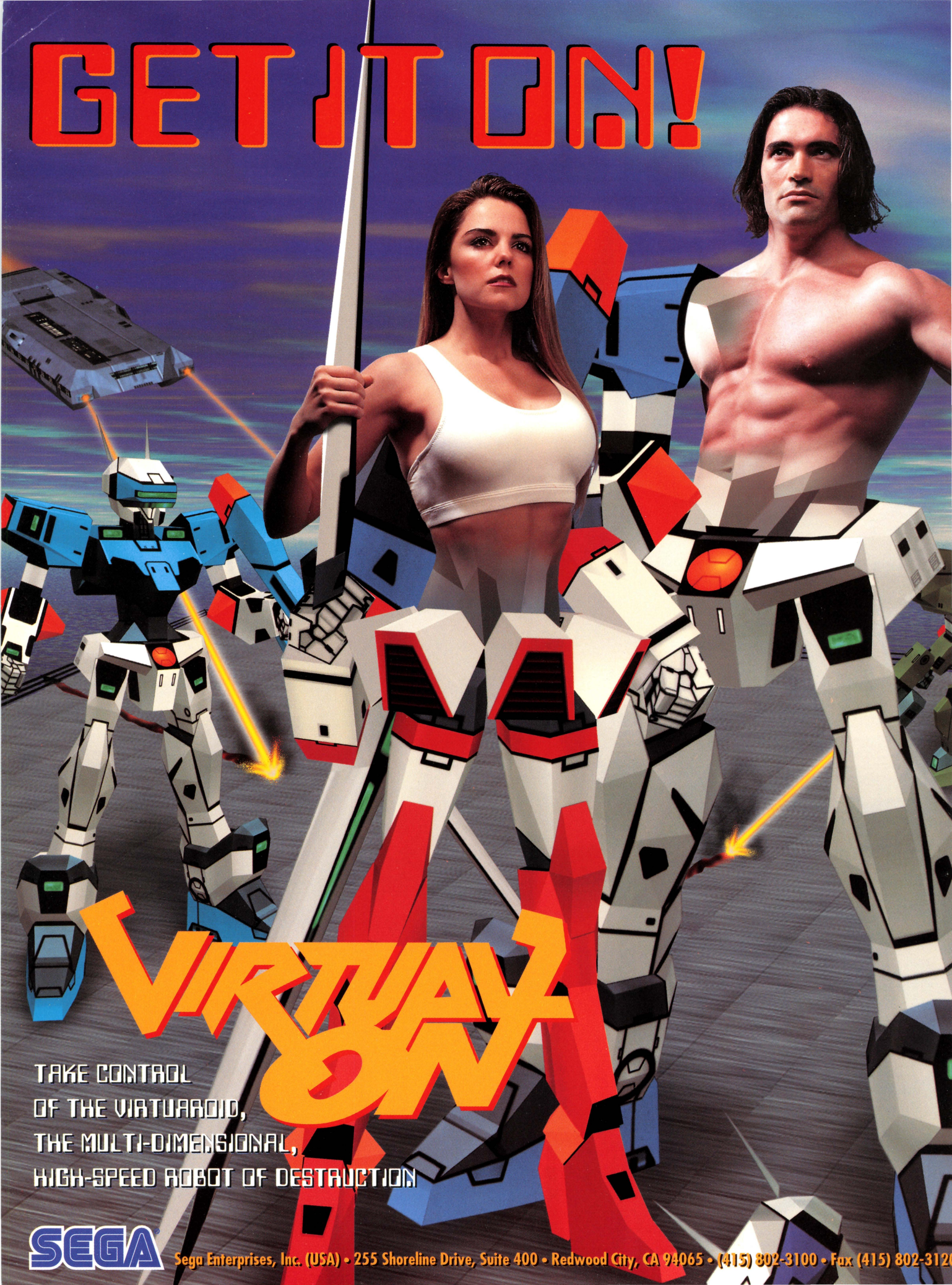


## SMART INDUSTRIES CREATES IN 3D

## Redemption/ Novelty Equipment Catalog

Genetic Monitor Flowchart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# News Notes

### ✔ LOUISIANA CLOSER TO LOCAL OPTION ON GAMBLING

On April 17 the Louisiana Senate passed House Bill 7 that calls for local fall elections in which voters will have a chance to decide if they want any of the three forms of legalized gambling in their parish: riverboats, land-based casino (New Orleans only), and video poker. The bill, sponsored by Sen. Ken Hollis (R-Metairie), passed by a vote of 34-5. In addition, the Senate passed House Bill 2 that would allow voters to put limits on gambling in the Constitution. Governor Mike Foster had favored an all-or-nothing referendum on gambling instead of a menu-style approach. The legislative session was still in progress at press time; look for more details on the outcome in the next issue.

### ✔ COASTAL APPOINTS BETSON

Coastal Amusements' owners Sal Mirando and Lenny Dean have concluded negotiations to bring Betson Enterprises on board as the distributor of all Coastal products in the northeastern region. Said Coastal executive vice president Mirando: "We are extremely pleased to have such a well-run organization as Betson representing our company. Their expansion and market penetration throughout the northeast has been well planned over several years and executed with caution, resulting in maximum coverage without sacrificing customer support. We are especially fortunate to have Betson take control of all sales to the Jersey Shore. Their expertise in boardwalk sales, as well as their financial prowess overall, will enable Coastal to expand distribution to this important seasonal market."

### ✔ FUN INDUSTRIES ON THE INTERNET

Novelty and redemption game manufacturer Fun Industries is the latest coin-op company to establish an address on the Internet (http://www.promotion.com/fun; e-mail fun@netexpress.net). The site currently features the company's specialty machine, the *Hollywood Cash Cube,* which is ideal for promotions.

### ✔ DISCOVERY ZONE CLOSES 60 STORES

Discovery Zone, the fast-growing chain of children's entertainment centers that also acquired the Leaps and Bounds locations in 1994 declared Chapter 11 in late March. There were 330 facilities at that time. The company has moved forward to close a number of DZ play centers in oversaturated markets. According to Leslye Lewis-Page, director of corporate relations: "We've closed approximately 60 stores and are honing in and concentrating on heightening and strengthening our operations and expanding our marketing concepts, which we will be able to introduce to the market in the beginning of the summer."

### ✔ PREMIER AND SEGA PINBALL TALKS OFF

Premier Technology senior vice president and general manager Steve Kaufman acknowledges: "We were in the process of bringing together a merger of Sega Pinball and Premier. At this time it won't happen. We will continue to run as an independent company, and continue to have ongoing dialogue with other groups." Meanwhile, Premier is finishing its run of the *Mario Andretti* pinball and starting to ship the next game, *Barb Wire,* for export. *Barb Wire* is a licensed product based on the movie of the same name that stars Pamela Anderson Lee. *Barb Wire's* domestic release is scheduled for mid-May.

### ✔ AIM CELEBRATES ANNIVERSARY

Randy Fromm's publication, Amusement International Magazine, celebrates its first anniversary this month. This online resource pioneered the presence of coin-op on the Internet.AIM posts the latest industry news from around the world via contributions from correspondents in Australia, the United Kingdom, and the United States. It offers an extensive technical department, which is Fromm's specialty.

Visitors to the Web site can also find out about upcoming auctions and other industry events. Excerpts from Play Meter articles appear each month, along with a calendar of industry events. Play Meter worked with Fromm to bring live coverage of ACME '96 to cyberspace. AIM also includes a jukebox department, coin-op collectibles department, the coin-op yellow pages, and a thrifties department where operators and distributors can post free classified ads. To find AIM, point your browser to http://w3.thegroup.net/~aim or forward e-mail to aim@thegroup.net

### ✔ MONDIAL SETTLES INTO NEW OFFICE

Mondial has moved from its Philadelphia facility to new digs, located at 592 Winks Lane, Bensalem, Pa. Although smaller than the former location, Mondial says its new building still represents the area's largest distributorship and closest to Philadelphia.

### ✔ WICO CLOSES DOWN AND FILES FOR BANKRUPTCY

Wico Corp. has been forced to terminate all of its employees after being unable to obtain debtor-in-possession financing. As a result of that failure, the company informed employees, Wico's lending institution, Sanwa Business Credit Corp., has exercised its right to force an orderly liquidation of the company's assets. The company intends to continue negotiations and attempt to secure debtor financing or a purchase of the company's assets.

### ✔ PLANET EARTH CELEBRATES NEW FIVE STAR SUPPORT

Planet Earth president William Faith has announced a new Five Star Support Plan offered on all new redemption games. According to Faith, the company will guarantee a 24-hour turnaround shipment on part orders, or the parts are free. The company also offers technical support hotlines with qualified technicians. "We are eager to help with any needs you may have to assure our products outlive all other games," Faith said. For more information, call (800) 272-3272.

### ✔ ENTROPY OPENS AMERICAN OFFICE

Entropy International Co. has opened its first American office for the purpose of better serving the market in the United States. The office will work on developing sales of Entropy's product line, including coin doors, ticket dispensers, and components, as well as its capabilities in engineering and manufacturing. "This office will work as an extension of our operation in Taiwan," said Entropy president Henry Yeh.

### ✔ REDEMPTION CATALOG UPDATE

Konami Inc., manufacturer of the popular *Chicken Dash* coin drop game, was inadvertently left out of this month's redemption equipment feature. Seems we are always thinking of Konami's line of hit videos, which now include *Crypt Killer, Midnight Run,* and *Run and Gun 2.* Konami can be reached at (847) 215-5100; fax (847) 215-9684.

### ✔ MARILYN REDD SUCCUMBS TO CANCER

Marilyn S. Redd, wife of gaming technology pioneer William "Si" Redd, died in Las Vegas, Nev., April 17 following a battle with cancer. She had been actively involved with her husband in transforming the Oasis Resort Hotel in Mesquite, Nev., into a resort destination. Mrs. Redd was nearly as well known as her husband, having contributed generously to charities and worthy causes her entire life. Her support was invaluable to many southern Nevada organizations dedicated to women's programs, such as those working to combat domestic violence and those providing scholarships to female athletes. Together, the Redds were named "Philanthropists of the Year" in 1995. Mrs. Redd was awarded "Distinguished Nevadan" status in 1987, and was inducted into the '95-'96 University of Nevada Las Vegas Athletic Hall of Fame as a notable contributor. She will be sadly missed by her many friends and close family. A Marilyn S. Redd Scholarship Fund has been established at the UNLV Athletic Department. Donations to the fund can be sent to UNLV, P.O. Box 45002, Las Vegas, NV 89154. ▲

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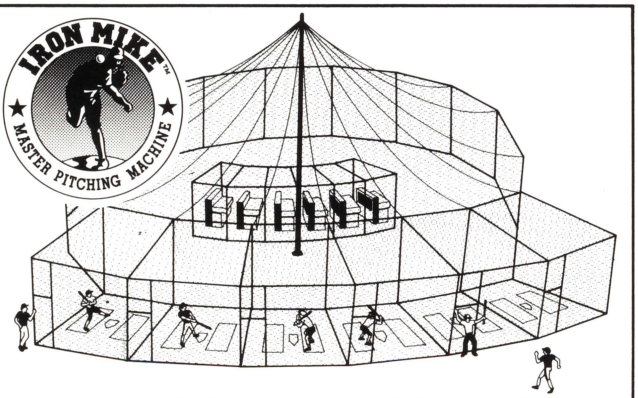


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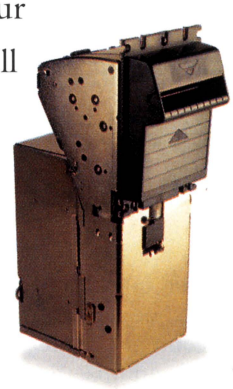

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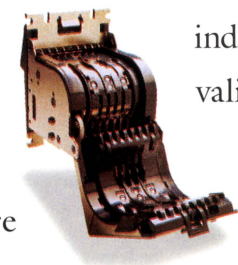

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## 54 AMOA Board Meeting

While the setting was picturesque and serene the issues were significant and sometimes hotly debated at the mid-year gathering of the AMOA board of directors in Puerto Vallarta, Mexico. Topics included parental advisory icons, government relations, membership, marketing, jukebox promotions and licensing, and changes in the AMOA Expo program.

## 74 Redemption Equipment Catalog

What's the bottom line on redemption today? Business was booming two years ago but a glut of equipment adversely affected the domestic market. Internationally, the outlook is good. Find out what redemption manufacturers have to offer in terms of product, company history, and candid views on this important segment of the industry.

## 124 The Legal Eagle

Where's a good attorney when you need one? Right in the pages of Play Meter. Columnist Tom Fricke sheds light on the touchy subject of consulting local law enforcement to determine the legality of redemption equipment. This is an unsettled area of the law where the approach is often conservative: "When in doubt, keep it out."

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## Cover

Picture this: a new photo booth from the company known for quality cranes and redemption games. Smart Industries' debuts the *Hollywood Photo Booth* that delivers a digitized image with a choice of six backgrounds. Jeff Smart (l) and Gordon Smart shake hands over the new addition.

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# PACHINKO

## Pachinko's a Blast - You Can Bank On It.

Everyone loves Pachinko. It's soon to become as popular in America as it is in Japan where it has been a favorite for over 65 years — how's that for longevity? There are over 16,000 Pachinko Parlors and 4 million machines in use. Thirty million people play the game every year, with an annual economic impact of 15 to 30 trillion yen per year, nearly five times Japan's annual defense budget.

Now Pachinko is available for coin operated commercial use in America. These are authentic, low maintenance, Pachinko machines, straight from Japanese Pachinko Parlors. G. Willikers has developed an interface PCB board to work with a Deltronic ticket dispenser, Happ Over/Under coin door, and even an optional Mars bill validator. Now that this coin-operated model is available, Pachinko Parlors will be appearing in major arcades across the country. The groundwork is already laid for arcades in Hawaii and Las Vegas, and units have been shipped as far away as Rome, Italy.

It's easy to see why everyone loves Pachinko. Turn the handle to send metal balls flipping through a maze of pins and wheels. Bells ring, lights flash, music plays. Place the balls in key spots to win additional balls and redemption tickets. Try to win the grand prize. The number of redemption tickets dispensed is adjustable and determined by each establishment.

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Manufactured by G. Willikers, Inc., Sarasota, Florida

# Walk a mile in their shoes

**Valerie Cognevich**
**Editor**

My former neighbor moved to New Orleans from Montana. During one of our frequent "100-year-floods," she came over shaking her head over the inconvenience, the vigil of watching whether water would actually come into the house, and being stuck indoors for several days simply because all roads were impassable.

"I can't believe rain could cause so darn much trouble," she exclaimed. "When I was still in Montana, whenever I'd watch the news about flooding in the South, I never had much sympathy because I didn't and couldn't imagine what it was like," she added as she stepped off of her porch into the knee-high water to scoop up an ice chest floating past.

She casually waved to our other neighbors paddling down the road in their canoe, asked them to pick up a loaf of bread if they made it to a store, and continued her dissertation about how she just never really understood.

Then I made the mistake of saying that it must, in fact, have been heaven to live somewhere knowing that flooded streets, soggy cars, and even an occasional flooded house were not primary concerns.

But then she began telling me about the harsh, brutal winters she endured in Montana. This time it was my turn to say that I truly didn't understand. She told me of hooking cars up to heating devices so they'd start in the morning. Her description of bundling up with undershirts, thick down coats, insulated gloves, face shields, wool socks, and fur-lined boots just to walk to the mailbox brought a look of disbelief to my eyes.

Here she was talking to a New Orleanian, who had to buy a coat to go to London last January! Sure, we have coats and gloves and the weather may occasionally get below freezing, but it's not a frequent happening. In fact. sometimes you have to stop and think about whether you have on the air conditioner or the heater. (Oh yea, air conditioning in Montana is apparently not a necessity!) It's usually more trouble to find your coat than it is to just put up with the cold while running between your car and wherever you're going.

But here my neighbor was saying that every trip out during those bitter Montana winters presented a challenge. She couldn't help but laugh at the time about five years ago when the entire city of New Orleans shut down when there was a blanket of snow covering the ground! I remembered it too, because it took me nearly eight hours to get home from work!

Just like our industry, things always look different when you're on the other side of the fence. During a seminar at the Fun Expo last year, a woman who was planning an FEC stated that she was going to buy her own games instead of using an operator. "Why should I share my money with someone who just comes in to collect the cash box? I'm going to keep it all!" she exclaimed.

A gentleman who had already opened his FEC just shook his head and told her that it wasn't as easy as it looks. "What are you going to do with your older games when you're finished with them?" he posed. "What happens if you buy a game and your customers don't like it? Do you know how much money it will take to buy new games on a regular basis? Don't you realize that you have a lot of other things you'll have to worry about? And what about repairs?"

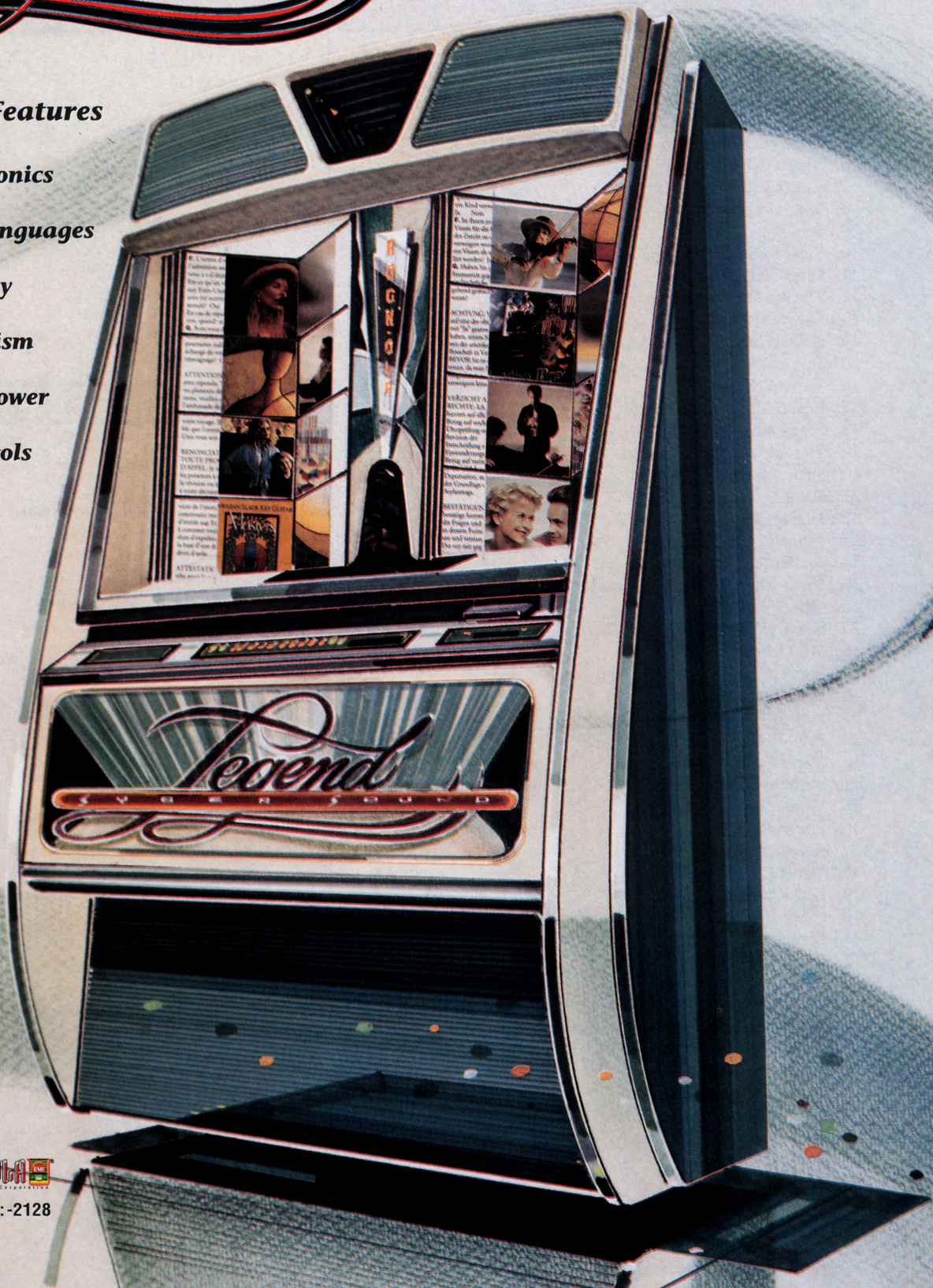
Stunned, she replied, "Get rid of them? I'm not planning on buying new games for a long time. By then I'll have made all my money back and then some. I'll have more than enough to buy a bunch of new stuff. I've heard that the games are very reliable, so I don't think repairs will be a problem. I'll just attach an out-of-order sign and then when I have several games that need work, I'll just call a repairman."

All of us knew right then and there that she was not going to be one of the survivors in the FEC challenge.

Granted, it does look easy because an operator knows what he's doing; it's his job! He has the expertise, the technicians, the money to buy new equipment, and the locations to rotate the older pieces. Operating games looked so easy to the FEC woman. But then just about anything can look easy if you're not dealing with it on a daily basis.

I keep thinking about how easy I thought it would be to live in Montana, even during the winter! ▲

# Legend

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# Equipment Poll

## VIDEO & PINBALL COMBINED

| | GAME | MO. ON CHART | MO. IN TOP 10 |
|---|---|---|---|
| 1. | Cruis'n USA *(Midway)* | 18 | 18 |
| 2. | Tekken 2 *(Namco)* | 7 | 7 |
| 3. | Daytona USA *(Sega)* | 20 | 20 |
| 4. | Area 51 *(Atari)* | 5 | 5 |
| 5. | Megatouch *(Merit)* | 7 | 5 |
| 6. | Alpine Racer *(Namco)* | 5 | 5 |
| 7. | Attack From Mars *(Bally)* | 1 | 1 |
| 8. | Time Crises *(Namco)* | 1 | 1 |
| 9. | Soul Edge *(Namco)* | 2 | 2 |
| 10. | Killer Instinct 2 *(Midway)* | 2 | 2 |
| 11. | Who Dunnit *(Bally)* | 3 | 1 |
| 12. | Theatre of Magic *(Bally)* | 12 | 9 |
| 13. | Indy 500 Twin *(Sega)* | 1 | * |
| 14. | Golden Tee 3D Golf *(Incred. Tech)* | 6 | * |
| 15. | Tekken *(Namco)* | 15 | 11 |
| 16. | Virtua Cop 2 *(Sega)* | 5 | 4 |
| 17. | Bust-A-Move Again *(Taito)* | 4 | * |
| 18. | Sega Rally *(Sega)* | 7 | 2 |
| 19. | The Addams Family *(Bally)* | 50 | 46 |
| 20. | Suzuka 8 Hours 2 *(Namco)* | 24 | 19 |
| 21. | Suzuka 8 Hours *(Namco)* | 24 | 18 |
| 22. | Magical Touch *(Micro)* | 3 | 2 |
| 23. | Virtua Fighter 2 *(Sega)* | 15 | 12 |
| 24. | Apollo 13 *(Sega)* | 4 | * |
| 25. | Great 1000 Mile Rally 2 *(Kaneko)* | 1 | * |
| 26. | Viper Phase 1 *(Fabtek)* | 6 | 1 |
| 27. | Star Trek: TNG *(Williams)* | 28 | 23 |
| 28. | MK3 Ultimate *(Midway)* | 5 | 3 |
| 29. | Marvel Super Heroes *(Capcom)* | 5 | 1 |
| 30. | Crypt Killer *(Konami)* | 1 | * |
| 31. | Indy 500 *(Sega)* | 2 | * |
| 32. | Point Blank *(Namco)* | 9 | 1 |
| 33. | Mario Andretti *(Premier)* | 1 | * |
| 34. | Solitaire Challenge *(Dynamo)* | 22 | 10 |
| 35. | World Cup Soccer *(Bally)* | 22 | 18 |
| 36. | Congo *(Williams)* | 1 | * |
| 37. | Aero Fighters 2 *(Mc O'River)* | 17 | 4 |
| 38. | Virtua Fighter Remix *(Sega)* | 2 | * |
| 39. | Lucky & Wild *(Namco)* | 33 | 5 |
| 40. | Cyber Cycles *(Namco)* | 7 | 4 |
| 41. | Great 1000 Mile Rally *(Kaneko)* | 10 | 6 |
| 42. | Baywatch *(Sega)* | 9 | 1 |
| 43. | Bust-A-Move *(Taito)* | 14 | 9 |
| 44. | Killer Instinct *(Midway)* | 16 | 12 |
| 45. | Lethal Enforcers II *(Konami)* | 24 | 5 |
| 46. | Batman Forever *(Sega)* | 6 | 2 |
| 47. | Striker 1945 *(Worldwide)* | 1 | * |
| 48. | The Shadow *(Williams)* | 13 | 5 |
| 49. | Pinball Magic *(Capcom)* | 6 | * |
| 50. | Mortal Kombat 3 *(Midway)* | 12 | 8 |
| 51. | Virtua Racing *(Sega)* | 41 | 27 |
| 52. | Road Show *(Williams)* | 17 | 11 |
| 53. | Rave Racer *(Namco)* | 2 | * |
| 54. | T-MEK *(Atari)* | 17 | 3 |
| 55. | Lethal Enforcers *(Konami)* | 43 | 36 |
| 56. | Demolition Man *(Williams)* | 22 | 12 |
| 57. | Shaq Attaq *(Premier)* | 13 | 10 |
| 58. | Battle Balls *(Fabtek)* | 1 | * |
| 59. | Rescue 911 *(Premier)* | 23 | 11 |
| 60. | Open Ice *(Midway)* | 4 | 1 |

## VIDEO DEDICATED

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Cruis'n USA *(Midway)* | 9.16 | 1049 |
| 2. | Daytona USA *(Sega)* | 8.75 | 1186 |
| 3. | Area 51 *(Atari)* | 8.74 | 276 |
| 4. | Alpine Racer *(Namco)* | 8.50 | 291 |
| 5. | Time Crises *(Namco)* | 8.40 | 53 |
| 6. | Killer Instinct 2 *(Midway)* | 8.14 | 104 |
| 7. | Indy 500 Twin *(Sega)* | 7.90 | 48 |
| 8. | Virtua Cop 2 *(Sega)* | 7.67 | 254 |
| 9. | Sega Rally *(Sega)* | 7.50 | 288 |
| 10. | Suzuka 8 Hours 2 *(Namco)* | 7.46 | 1160 |
| 11. | Suzuka 8 Hours *(Namco)* | 7.45 | 1076 |
| 12. | Virtua Fighter 2 *(Sega)* | 7.39 | 757 |
| 13. | Crypt Killer *(Konami)* | 7.00 | 31 |
| 14. | Indy 500 *(Sega)* | 7.00 | 70 |

## VIDEO KITS

| | | | |
|---|---|---|---|
| 1. | Tekken 2 *(Namco)* | 8.91 | 398 |
| 2. | Megatouch *(Merit)* | 8.65 | 369 |
| 3. | Soul Edge *(Namco)* | 8.32 | 112 |
| 4. | Golden Tee 3D Golf *(Incred. Tech)* | 7.83 | 228 |
| 5. | Tekken *(Namco)* | 7.72 | 658 |
| 6. | Bust-A-Move Again *(Taito)* | 7.55 | 109 |
| 7. | Magical Touch *(Micro)* | 7.40 | 143 |
| 8. | Great 1000 Mile Rally 2 *(Kaneko)* | 7.33 | 36 |
| 9. | Viper Phase 1 *(Fabtek)* | 7.30 | 169 |
| 10. | MK3 Ultimate *(Midway)* | 7.24 | 247 |
| 11. | Marvel Super Heroes *(Capcom)* | 7.17 | 219 |
| 12. | Point Blank *(Namco)* | 7.00 | 273 |
| 13. | Aero Fighters 2 *(Mc O'River)* | 6.82 | 195 |
| 14. | Virtua Fighter Remix *(Sega)* | 6.80 | 24 |
| 15. | Great 1000 Mile Rally *(Kaneko)* | 6.69 | 815 |
| 16. | Bust-A-Move *(Taito)* | 6.68 | 445 |
| 17. | Strikers 1945 *(Worldwide)* | 6.60 | 14 |
| 18. | Mortal Kombat 3 *(Midway)* | 6.57 | 567 |
| 19. | Lethal Enforcers *(Konami)* | 6.46 | 1591 |
| 20. | Battle Balls *(Fabtek)* | 6.44 | 3 |
| 21. | Open Ice *(Midway)* | 6.40 | 114 |
| 22. | World Rally *(Atari)* | 6.08 | 11 |
| 23. | X-Men *(Konami)* | 6.04 | 483 |
| 24. | Aero Fighters 3 *(McO'River)* | 6.00 | 26 |
| 25. | Raiden DX *(Fabtek)* | 6.00 | 299 |

## PINBALLS

| | | | |
|---|---|---|---|
| 1. | Attack From Mars *(Bally)* | 8.43 | 54 |
| 2. | Who Dunnit *(Bally)* | 8.14 | 131 |
| 3. | Theatre of Magic *(Bally)* | 8.07 | 620 |
| 4. | The Addams Family *(Bally)* | 7.49 | 2687 |
| 5. | Apollo 13 *(Sega)* | 7.38 | 154 |
| 6. | Star Trek: TNG *(Williams)* | 7.26 | 1376 |
| 7. | Mario Andretti *(Premier)* | 7.00 | 31 |
| 8. | World Cup Soccer *(Bally)* | 6.85 | 829 |
| 9. | Congo *(Williams)* | 6.83 | 25 |
| 10. | Baywatch *(Sega)* | 6.69 | 150 |
| 11. | Batman Forever *(Sega)* | 6.62 | 112 |
| 12. | The Shadow *(Williams)* | 6.59 | 364 |
| 13. | Pinball Magic *(Capcom)* | 6.59 | 95 |
| 14. | Road Show *(Williams)* | 6.54 | 599 |

# HAVE YOU FOUND

# TUT'S TOMB

The makers of the number one stomping game have done it again. TUT'S TREASURE will be in your cash box with this high-earning two player shooting REDEMPTION video game.

- Island Design will sell two (2) low cost retro-kits for TUT'S TOMB.
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**DIMENSIONS**

- 59" DEEP
- 67" TALL
- 28.5" WIDE

- Non violent.
- Popular with both boys and girls.
- Cute Animation
- Attractive colors and sound.

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# Equipment Poll

## REDEMPTION

### ALLEY BOWLERS

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Bug Bash *(Bay Tek)* | 9.00 | 59 |
| 2. | Skee-Ball Lightning *(Skee-Ball)* | 8.20 | 216 |
| 3. | ICE Ball *(ICE)* | 8.00 | 195 |
| 4. | Skee-Ball *(Skee-Ball)* | 6.59 | 149 |
| 5. | Striker *(Design Plus)* | 6.00 | 165 |

### SPORTS GAMES

| | | | |
|---|---|---|---|
| 1. | Hoop It Up *(Atari)* | 8.00 | 239 |
| 2. | Shoot to Win *(Smart)* | 7.14 | 147 |
| 3. | Rage in the Cage *(Fun Merchants)* | 6.50 | 16 |
| 4. | Full Court Frenzy *(ICE)* | 6.47 | 62 |
| 5. | UB-QB Football *(Skee-Ball)* | 6.09 | 62 |
| 6. | Championship Basketball *(Grayhound)* | 6.00 | 30 |
| 7. | Full Court Fever *(ICE)* | 5.60 | 135 |
| 8. | Slugfest *(Williams)* | 5.50 | 3 |
| 9. | Arm Champs *(Jaleco)* | 5.33 | 42 |
| 10. | Two Minute Drill *(Taito)* | 5.33 | 52 |

### SINGLE COIN PUSHERS

| | | | |
|---|---|---|---|
| 1. | Jungle Jive *(Coastal)* | 8.75 | 273 |
| 2. | Klondike/Gold Coast *(Fun Merchants)* | 8.20 | 208 |
| 3. | Dream Boat *(CCI)* | 6.67 | 12 |
| 4. | Rags to Riches *(Smart)* | 6.50 | 57 |

### SINGLE CRANES

| | | | |
|---|---|---|---|
| 1. | Watch/Gift Box *(Fun Merchants)* | 8.50 | 220 |
| 2. | Candy Man *(Fun Merchants)* | 8.00 | 103 |
| 3. | Jumbo Crane *(Grayhound)* | 7.75 | 174 |
| 4. | Rainbow *(Rainbow)* | 7.67 | 163 |
| 5. | Big Choice *(Fun Merchants)* | 7.40 | 118 |
| 6. | Candy Shop *(Grayhound)* | 7.33 | 136 |
| 7. | Clean Sweep *(Smart)* | 7.33 | 180 |
| 8. | Classic Watch Crane *(Smart)* | 7.00 | 108 |
| 9. | Skill Crane *(Grayhound)* | 7.00 | 141 |
| 10. | Snack Attacker/Challenger *(A.G.E.)* | 7.00 | 138 |
| 11. | Candy Crane *(Smart)* | 6.76 | 141 |
| 12. | Hollywood Crane *(Maxwell)* | 6.75 | 13 |

### CHILD-SIZE GAMES

| | | | |
|---|---|---|---|
| 1. | 1/2 Pint Frenzy *(ICE)* | 7.33 | 194 |
| 2. | Shoot To Win! Jr. *(Smart)* | 6.86 | 170 |
| 3. | Smart Toss Em *(Smart)* | 6.60 | 149 |
| 4. | The Flintstones *(ICE)* | 6.00 | * |
| 5. | Skee-Toss B.C. *(Skee-Ball)* | 5.78 | * |
| 6. | Toss Em *(UETD)* | 5.75 | 23 |
| 7. | Awesome Toss 'Em *(Lazer-Tron)* | 5.33 | 57 |
| 8. | Bozo Basketball *(Design Plus)* | 5.20 | 21 |
| 9. | Barnyard Babies *(Skee-Ball)* | 5.00 | 14 |
| 10. | Cavemania *(Meltec)* | 5.00 | * |
| 11. | Hightops *(Skee-Ball)* | 5.00 | 15 |
| 12. | Kiddie Whac-A-Mole *(Bob' Space)* | 5.00 | 13 |
| 13. | Li'l Dump the Ump *(Doyle)* | 5.00 | 70 |

## REDEMPTION

### ROLL DOWNS

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Rollin' for Riches *(Lazer-Tron)* | 7.00 | 29 |
| 2. | Spin To Win *(Lazer-Tron)* | 6.88 | 154 |
| 3. | Clown Roll Down *(Bay Tek)* | 6.86 | 63 |
| 4. | Jungle Rama *(Lazer-Tron)* | 6.00 | 131 |
| 5. | Spin-a-21 *(Lazer-Tron)* | 6.00 | 17 |
| 6. | Roll Down *(Bay Tek)* | 5.71 | 22 |
| 7. | Rock N Roll *(Bay Tek)* | 5.20 | 15 |

### COIN DROP GAMES

| | | | |
|---|---|---|---|
| 1. | Chicken Dash *(Konami)* | 9.50 | 60 |
| 2. | Cut the Cheese *(Sega)* | 9.00 | 59 |
| 3. | Screamin' Slopes *(Midway)* | 8.50 | 162 |
| 4. | Wheel of Fortune *(Fun House)* | 8.50 | 55 |
| 5. | Super Rock-N-Bowl *(Bromley)* | 7.67 | 96 |
| 6. | Coin Circus *(Am. Sammy)* | 7.50 | 73 |
| 7. | The Mask *(Data East)* | 7.50 | 149 |
| 8. | Wheel 'M In *(Bromley)* | 7.44 | 236 |
| 9. | Aftershock *(Lazer-Tron)* | 7.17 | 159 |
| 10. | Sonic the Hedgehog *(Sega)* | 7.00 | 36 |
| 11. | Super Wheel 'Em In *(Bromley)* | 7.00 | 128 |
| 12. | Addams Family Values *(Midway)* | 6.80 | 102 |
| 13. | Rock-N-Bowl *(Bromley)* | 6.63 | 108 |
| 14. | Smokin' Token *(Seidel)* | 6.25 | 205 |

### NOVELTY

| | | | |
|---|---|---|---|
| 1. | Cyclone *(ICE)* | 8.57 | 292 |
| 2. | Rising Waters *(Bob's Space)* | 8.00 | 102 |
| 3. | Swamp Stomp *(Lazer-Tron)* | 8.00 | 191 |
| 4. | Robo-Bop *(Coastal)* | 7.67 | 91 |
| 5. | Ribbit Racin *(Lazer-Tron)* | 7.57 | 211 |
| 6. | Dinoscore *(Planet Earth)* | 7.50 | 256 |
| 7. | Triple Play *(CCI)* | 7.50 | 57 |
| 8. | Dino Rally *(Bromley)* | 7.00 | 149 |
| 9. | Double Cheese *(Midway)* | 7.00 | 55 |
| 10. | Feed Big Bertha *(Smart)* | 7.00 | 89 |
| 11. | Flingshot *(Planet Earth)* | 7.00 | 170 |
| 12. | Spider Stompin' *(Jaleco)* | 7.00 | 151 |
| 13. | Spider Splattin' *(Island/Jaleco)* | 6.67 | 12 |
| 14. | Flip N Win *(Planet Earth)* | 6.60 | 107 |
| 15. | Steer Crazy *(Fun Industries)* | 6.50 | 6 |
| 16. | Hungry Hungry Hippos *(ICE)* | 6.33 | 10 |
| 17. | Wacky Gator *(Data East)* | 6.19 | 44 |
| 18. | Whac-A-Mole *(Bob' Space)* | 6.11 | * |
| 19. | Spin for Tickets *(Benchmark)* | 6.00 | * |
| 20. | The Flintstones *(Lazer-Tron)* | 6.00 | 52 |
| 21. | Big Mouth *(Meltec)* | 5.90 | 20 |
| 22. | Magic Mr. X *(Am. Sammy)* | 5.67 | 25 |
| 23. | Simple Simon *(Am. Sammy)* | 5.67 | 17 |
| 24. | Circus Hi-Rise *(Skee-Ball)* | 5.50 | 49 |
| 25. | Hop-A-Tic-Tac-Toe *(Data East)* | 5.45 | 10 |
| 26. | Shoot N'Hoops *(Bay Tek)* | 5.33 | * |
| 27. | Cracky Crab *(Namco)* | 5.20 | 21 |
| 28. | Dump the Ump *(Doyle)* | 5.00 | 24 |

**Results are based on monthly Equipment Poll ballot returns. Point Value=average of ballot ratings on a scale of 1-10; Longevity Points=standings on Best 60 combined game lists (#1 game receives 60 points, #2 game receives 59 points, etc.) *Indicates new or reappearing games.***

# TIME CRISIS™

**Innovative "Action Pedal" Performs Two Functions:**

Press pedal to go forward and shoot.

Release pedal to dodge bullets and reload gun.

**Two Game Modes:**

**Story Mode** - The player defeats enemies in each area to proceed to the next stage.

**Game Mode** - The player selects one of four stages and must defeat all enemies in the time allowed. He has unlimited lives as he *races* against the clock!

**Most Accurate Gun in the Business**

Time Crisis' gun is six times more accurate than conventional guns. The special "blowback" feature provides players with the tactile feedback they demand.

**Special targets detonate bombs**

Eliminate numerous enemies with one shot!

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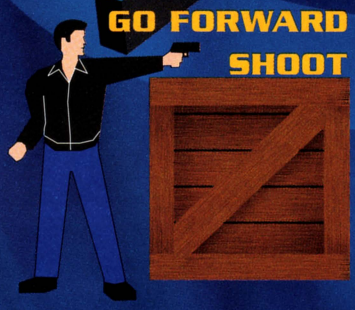
# TIME CRISIS™



When "HIDING" you cannot shoot or be hit.

***Time Crisis*** is a revolutionary new 1-player, 3-D polygon gun game featuring a new dual purpose "Action Pedal". Players assume the role of special agent Richard Miller. The mission is to rescue Rachel, the president's daughter who is being held hostage by Sherudo Garo and his brutal gunmen.

The scores for accuracy, number of enemies hit and damage obtained from each stage are tallied for a final score at the end of each game. The game is composed of three areas, each area contains four stages. Contact your distributor for more information on this exciting game.

**Time Makes Money...**

**Standard Specifications**
Shipping Dimensions
Weight: 465 lbs
91.5" x 38" x 46"
Installed:
83.5" x 31" x 44"
250 watts

* All Dimensions are in HxWxD format.

**Deluxe Specifications**
Shipping dimensions
Monitor: 580 lbs
86.5" x 55" x 40.125"
Control cabinet: 180 lbs
65.125" x 48" x 37"
Installed:
93.25" x 49.25" x 84.125"
500 watts

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# A sad tale

I have enjoyed reading your magazine through the years, starting with your original issue in 1974. I probably still have that first issue somewhere.

I started subscribing under my old company's name, Frank Marks Music in New London, Conn. My present business is moving away from the video and redemption area towards billiards, which seems to be more stable at this point.

I'm located about nine miles from a large casino, Foxwoods, which has a giant game room and redemption area, not to mention the gaming aspect.

By adding more pool tables (nine-foot professional tables) and fewer games, my business has picked up. After 30 years in the music and games business, I think I am losing my perspective on what will make money. A $2,000 kit makes more than a $6,000 dedicated!

The real reason for this letter is to let you know that I do not wish to renew my subscription to Play Meter. I am presently subscribing to three billiard industry publications which, thank God, make no mention of the gambling or gaming industry!

I guess this is sort of like sending in my industry survey.

**Paul Messore**
**American Family Entertainment**
**Groton, CT**

*Paul, we're always sorry to lose a reader, but we really hate losing you because you think you no longer need to know what's going on in the coin machine business. This industry is constantly changing, sometimes for the good. However, sometimes it doesn't seem like there's anything good about it. No matter what your focus—billiards, games, redemption, etc.—it is more imperitive than ever to be aware of what's going on. Maybe you aren't operating games anymore, but that's not to say you won't at some point in the future. Reading the latest on the industry certainly should be worth the $60 per year.*

*But that's not all. Even though you have changed your focus, you are still in the coin machine business. We run many articles that are not geared soley toward redemption or video. We run management articles, tax tips, and lots of information on tournaments and leagues, which should be right up your alley right now.* ▲

**Please contact us for information on our Egg Vending Machines. 4 different characters now available.**

**We also have excellent quality and pricing on filled or empty eggs. 3 different filled egg mixes available at 3 different prices. Empty eggs come in 8 bright colors.**

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# The Lazarus machine: cranes resurrected

There was a time in the not so distant past when some operators proclaimed the crane market dead. As in kaput! No longer did they feel it was worth the effort to stock them, check them, clean them, and spend any more time thinking of ways to make them appealing. They said the public was tired of cranes and had accumulated all the plush they would ever need.

In truth, the public did not tire of cranes. The machines that were the money monsters of the late '80s were no longer a novelty and players became more sophisticated. But they never ceased to be players. Perhaps they tired of the same old thing in the machines, such as the low-end plush that was becoming harder and harder to win. There's nothing more sad than a neglected crane—those last few stuffed animals slumped over in the corner. The tired teddy bear who had been at the bottom of the heap for months because the machine owner kept dumping new items on top of him without straightening him up or arranging the fresh prizes in an attractive manner. The smudged glass that spoke volumes about the lack of interest. The machine was expected to keep earning without dispensing much merchandise.

**Bonnie Theard**
**Managing Editor**

Some operators kept the faith. They became more creative with the prizes, trying everything from T-shirts to cosmetics. And they were not afraid to see customers walk away with prizes. On the contrary, they were happy about it. They weren't giving away something that players did not deserve. They were encouraging players to come back and making them feel they had received a fair value for their playing time. Isn't that what our business is all about? We are selling time and it is supposed to be a good time, not one where customers feel they are being ripped off.

Manufacturers tried to think up new approaches to cranes. Enter the jumbo crane, watch crane, and candy crane. Now cranes were coming back into the industry's good graces. They started to become popular again. Who would have thought that penny candy would cause such a hubbub and revitalize a declining market? My kingdom for a Tootsie Roll!

Cranes started to look different. No longer were they all single unit red boxes with a bit of rope lighting. Prize bays became deeper, halogen lights were added along with mirrors, and furniture-quality models with stained glass-look marquees started appearing at trade shows. Clearly the crane was not a dead machine.

Soon cranes were being filled with better prizes, including licensed items that impressed the value-conscious playing public with desirable, retail-quality merchandise. Operators remembered the importance of perception.

Even without the new packaging, old cranes can be invigorated with a little imagination. Consider this suggestion from Play Meter columnist Vic Fortenbach (see "Ticket Tech" September 1995, page 198): fill a crane with six different colored balls representing various ticket values—10, 25, 50, 100, 200, and 400 points. Once won, they can be turned in like tickets at the redemption counter and recycled.

The idea resurfaced again at an ACME seminar in March with a twist. The panelist who uses balls in his crane designates one color ball, say a black one, that allows the player to select a hat or other item that has not moved well. Players get to choose and they love it.

You might be saying: Why didn't I think of that? There are more ideas that can be implemented. Ideas can come from employees, our children, the players, and ourselves. Listen carefully. Know your customers. Be open to new possibilities. ▲

# AAMA president clears the air

***As reported last month in Play Meter, AAMA president Rick Kirby has issued an open letter to the industry clarifying the parallel board issue as it relates to boards purchased before the expiration of federal legislation last year. Here is the letter in full.***

I would like to take this opportunity to clear the air on the parallel board issue once and for all.

The leadership of both AAMA and AMOA have discussed the issue at length to try to come up with a solution that would be fair to both parties and to avoid any foolish legal expense or rift between two groups that have worked together for the last few years for the betterment of our industry.

The compromise is as follows: AAMA has agreed to work with AMOA to encourage video game manufacturers to market their product in a manner consistent with the rest of the world and most have committed in writing. If a video game is sold in dedicated format initially, and plans for a kit are in the near future, we have encouraged our manufacturers to advise the operating community of that fact up front. This would allow the operator to have a choice in how he wishes to purchase that game.

**"AAMA will not on its own initiate any mass enforcement investigations involving parallel products that were purchased and operated prior to Oct. 1, 1995."**

Furthermore, on Oct. 1, 1995, the "Sunset Provision" of the existing copyright legislation concerning the public performance of parallel games took effect, and since that date it has been and will continue to be a violation of the copyright laws to publicly perform parallel games in the United States without the permission of the copyright owner. Clearly, anyone purchasing or operating parallel games after that date could not seriously argue ignorance of the law as a defense to copyright action.

AAMA will not on its own initiate any mass enforcement investigations involving parallel products that were purchased and operated prior to Oct. 1, 1995, and we have recommended the same to AAMA members. However, I must point out that AAMA manufacturers have the right to make individual decisions regarding any investigation or prosecution of any of their copyrights including infringements of their public performance right.

AAMA will actively continue to assist its members in protecting their intellectual property rights and conduct investigations as requested by its members.

I hope this statement clarifies any misunderstanding regarding this issue and we can now all focus our energies on more important matters pertaining to the overall well being of our industry, such as dollar coin.

Sincerely,
*Richard J. Kirby, AAMA President*

# TICKET TAC TOE

Operator Adjustable Ticket Feature

TICKET TAC TOE

Dazzling Dot Matrix

Innovative Playfield

## Connect Ticket Tac Toe to Win

Williams has created Ticket Tac Toe, a challenging new twist to redemption based on the all-time favorite.

### The Fun Begins Here

The goal is to complete tic-tac-toe using three shots. Players shoot a ball into a hole on the upper playfield to light the corresponding hole on the tic-tac-toe board.

The first hole lit will award tickets for **Quick Jackpot**. Players need three lights in a row, in any direction, to complete **Tic-Tac-Toe** and win tickets. The **Four Corners** feature increases earnings by encouraging double coin-drop. Players get to hit three holes per game and need to light all nine lamps for the **Jackpot**.

### Game Features

- Small footprint
- Simple rules
- Easy play
- Addictive for players of all ages

**Specifications:**

| | | |
|---|---|---|
| Height: | 70" | 178 cm |
| Width: | 20" | 51 cm |
| Depth: | 45" | 114 cm |
| Weight: | 230 lbs. | 104 kg |

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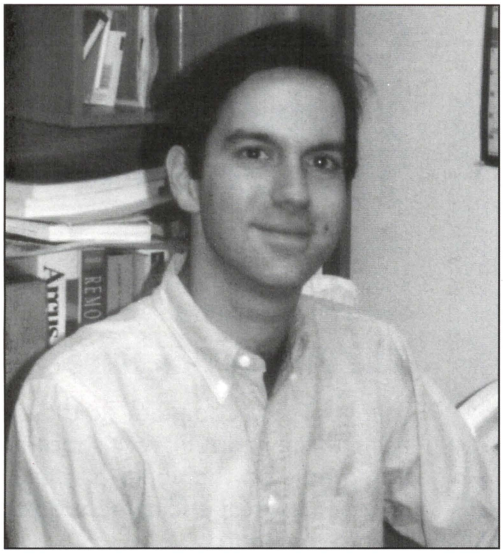
# Gaming on trial in the bayou state

The jury was out, had been out for more than an hour when some of the victim's family members began to drift away from the courtroom, assuming that swift justice was not in the cards. The lawyers had already taken off, and veteran courthouse wags said there was no way to tell how long it would take the 12 men and women to reach a decision: could be minutes, hours, or days.

It had been a long and tedious trial, dragging across two weeks and forcing most of the principals, including this rookie newspaper reporter, to work over the sweltering July 4th weekend. I huddled in wool sweaters on the hard pews for 10 to 12 hours a day in a courtroom that could have doubled for an industrial meat locker only to go grouchily home at night peeling off the extra layers and cranking the automobile air conditioning to stave off the near 100-degree temperatures outside.



**Steve White**
**Associate Editor**

But it was all over now, and the life of the accused killer hung in the balance. I wasn't going anywhere near home until those 12 jurors came to a decision and I filed a story with the night editor. Thank goodness I worked in the 22nd Judicial District of Louisiana based in the community of Covington with the only courthouse in the nation that also houses a bar.

There wasn't much action in Tuggie's when I slipped in the side door. The bartender, let's call him Philip for our purposes, was slouched by the cash register casually eyeing his morning paper. "What's it gonna be," he asked me, motioning to the most recent update on the trial.

"I don't know; ask that man," I said, pointing to the weary-looking state prosecutor leaning against the other end of the bar. He scowled back, in no mood to talk to any question-asking reporter.

Over in the corner were two normally dour ladies who worked in the Clerk of Court's office. I knew them by sight, having to go and literally beg every so often for some obscure case filing. On this evening they were in quite a jolly mood, laughing and talking in animated fashion as they fed money into the newly installed video poker machine. This was highly unusual!

"What's going on with this scene?" I asked Philip. "Are they possessed?"

No, he assured me, they came in every so often, dropped a few dollars, and for the first time in several decades actually enjoyed themselves.

"Besides that," he drawled, "a lot of the ol' gang is startin' to come back in after work to play. It's helped me pay the bills and even hire some extra help. Just last year I didn't know if I'd be in business and now I'm lookin' at expanding."

Hearing this, the grouchy prosecutor perked up, raised his head from the bar, and stared in our direction. "Yeah, it has helped us supplement some of the assistant DA's salaries and keep some guys on staff," he added to the discussion before returning to his contemplative funk.

That was several years ago, before the coin machine industry was anything more than a stereotype to me and before I had friends who were small businessmen and contributed to their community through the operation of video poker machines. But even then I was struck by the difference that a few dollars could make in the lives of many different people.

Not long after that, the bailiff called us back into the courtroom where the 12 men and women sworn by the court to come to a just conclusion did just that. The system had worked.

By the time you read this, the Louisiana legislature will likely have passed a bill that in one way or another will give the citizens of the state the right to come to a conclusion all their own on legalized gaming. I hope they take that job as seriously as those 12 people in the jury room. ▲

# We're changing the industry

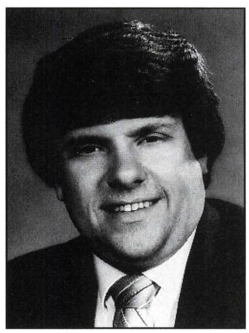
| Models | AC 500 | AC 1001 / AC 1005* | AC2001/AC2003*/AC2005 | AC 6000 |
|---|---|---|---|---|
| Standard Capacity | 600 quarters / tokens | 1,600 quarters / tokens | 3,200 quarters / tokens | 12,00 quarters / tokens |
| Optional Capacity | 1,000 quarters / tokens | 2,800 quarters / tokens | 5,6000 quarters / tokens | - |
| Payouts | hopper loaded quarter or token | hopper loaded, quarter nickel, dime or token | dual hopper optional .25 token acceptor | dual hopper optional .25 token acceptor |
| $1 Coin Payout | yes with a kit | yes | yes | yes |
| Validator Acceptance | $1,$2,$5, $10 | $1, $2,$5,$10,$20 | $1, $2, $5, $10, $20 | $1, $2, $5, $10, $20 |
| Validator Interchangeability | no | yes | yes | no |
| Token Bonus Payout | no | yes | 128 options | 128 options |
| Base and Header Kits | yes | yes | yes | base only |
| *Rear Loaders | no | yes | yes | no |
| Options Fronts | no | change or tokens | change or tokens | change or tokens |
| Optional Alarm System | yes | yes | yes | yes |

**Call for your local distributor 1-800-741-9840**

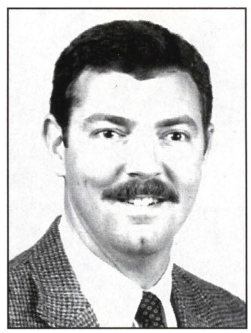
**AMERICAN CHANGER CORP.**

# WMS purchase of Atari finalized

The purchase of Time Warner Interactive, also doing business under the name Atari Games Corp., by WMS Industries of Chicago has been finalized. A purchase price ranging between $9.8 million and $23.8 million will be based on the gross profit of Atari over the next four years.

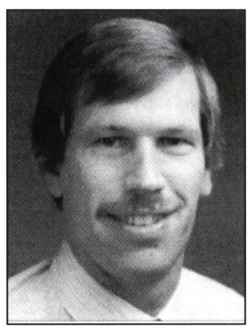


Ken Fedesna



Mike Taylor

The purchase consideration consists of $2 million in cash and the balance in non-recourse notes. WMS says the acquisition substantially increases its pipeline of coin-op arcade and home video games, further strengthens its design and engineering capabilities, and provides opportunities and economies of scale which should enhance the operating performance of the combined company.



Dan VanElderen

"By combining the resources of these two companies, we bring a very powerful pool of talent, experience, and creativity to the amusement and video game market," said Ken Fedesna, vice president and general manager of Williams Electronics Games. "The heritage of Atari Games is of extreme value to the industry and it will continue to grow and thrive under this new relationship."

"We are extremely pleased to be a part of WMS as they have always been an admired competitor," added Atari president and CEO Dan VanElderen. "Throughout its history, WMS has demonstrated a strong understanding of the coin-op business and a deep commitment to the industry."

Atari Games will continue to operate out of its existing headquarters in Milpitas, Calif. As an independent subsidiary, Atari Games will be responsible for continued product development and worldwide marketing and sales of its product line. The company is currently in production of two games, *Hoop It Up* and *Area 51*. Four new titles are planned for release later this year.

"The benefits of being part of the WMS Industries family, combined with the strength and independence of the Atari Games product line and its distribution support, is a big plus," said Mike Taylor, vice president of domestic sales for Atari. "We see this as a great opportunity to be more successful than we've ever been."

WMS said it intends to release home versions of Atari's extensive library of titles in greatest hits formats in addition to developing, marketing, and distributing new Atari games. Atari, which developed the first coin-op video game, *Pong,* has produced over 170 games in its 24-year history.

No rights to the names Time Warner or Time Warner Interactive are included in the transaction. The name Time Warner Interactive will be phased out as a corporate name, and the company will revert back to Atari Games Corp.

## Video poker defeated by Wisconsin assembly

The Wisconsin Assembly voted 66-33 against proposed legislation that would have legalized video poker in taverns, the *Capital Times* reported. Tavern owners and operators had sought the legislation in an attempt to level a playing field dominated by tribal casinos.

Questions over whether the proposal was constitutional reportedly led to the 66-33 defeat, and the issue is considered politically dead at least until next year. Proponents of the bill argued that since Indian casinos were allowed under the constitution, video gaming would be permissible as well.

Legislative leaders also cited public opposition to legalized video gaming as one of the reasons the measure was defeated.

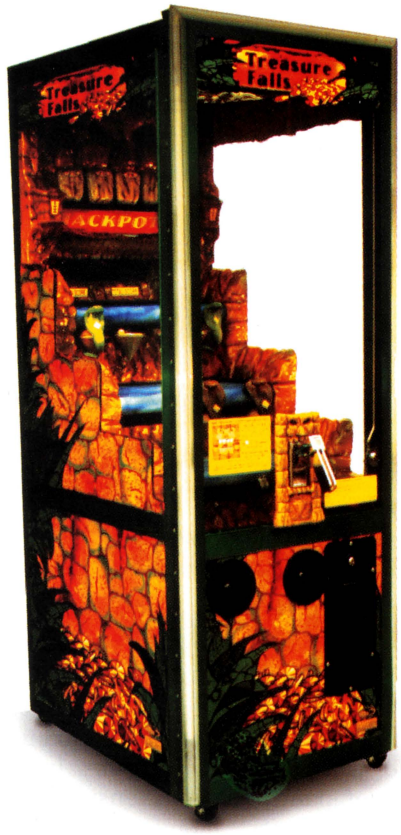
## Warner Bros. and Sega to create "Twister" pinball

Warner Bros. Interactive Entertainment (WBIE) has signed a licensing agreement with Sega Pinball based on "Twister," the upcoming Amblin Entertainment Production distributed by Warner and Universal Pictures, starring Helen Hunt, Bill Paxton, Cary Elwes, and Jami Gertz.

The *Twister* pinball machine, which will be released at the same time as the movie, will capture all the excitement of the feature film with a spinning magnet that grabs and throws pinballs like a real tornado and a fan that blows air into the player's face. Three, four, and five multiball play will provide non-stop action as the player is guided by dialogue recorded by the film's stars.

WBIE is a division of Time Warner Entertainment and part of the Warner Bros. Consumer Products Group. WBIE licenses Warner Bros. properties for all game platforms and is a publisher of interactive entertainment programming based on Warner assets.

# Treasure Falls...

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# Nightclub and bar show dates are set

The 20th Annual Nightclub & Bar Exposition will be held at the Omni Rosen Hotel and Orange County Convention Center in Orlando, Fla., Aug. 12-14.

This year's show will offer a packed exhibit hall displaying the largest products and services for the industry, as well as promotions and marketing seminars and workshops taught by leading club experts and consultants.

"The show will be packed with money-saving, cost-saving, and revenue-generating ideas," said show organizer Ed Meek. "We expect over 5,000 bar professionals from every state in the nation and several foreign countries to participate in an exciting new agenda, which focuses specifically on promotions, marketing, and day-to-day operations."

Seminar topics will include happy hour/high energy promotionals, on-premises promotionals, media buying and advertising, bartending techniques and service tips, coin-op technology, strategic marketing, sports programming, supplier promotions, disc jockey-specific promotions, and new sound and lighting equipment.

Show organizers through their publication *Nightclub & Bar Magazine* also recently announced a new venue for profit-boosting tips, the Nightclub and Bar Hospitality Online Web site (http://www.nightclub.com). It can be accessed directly via the World Wide Web or through America Online, which has announced plans to spotlight the site in its Digital City feature.

In addition to articles and photos, the Web site will offer: trade show information, a national director of locations, promotional ideas, disc jockey networking, drink recipes, and cyber shopping for the industry.

**The 20th Annual Nightclub & Bar Exposition will be held in Orlando, Fla., Aug. 12-14.**

# Betson Pacific's Schneider mourned

It was with deep regret that Betson Pacific recently announced the passing of its San Francisco branch manager John Schneider, who was suffering from terminal cancer and died two weeks short of his 50th birthday.

Schneider came to the company after working for a car dealership as a parts manager. He started in sales and worked up to the branch manager's position six years ago.

"He steadily built a loyal San Francisco client base over the years and we know that he will be missed by all of his customers, all of us at Betson Pacific, and suppliers and friends," a company statement said.

Funeral services were held last month. Schneider is survived by his two sons, Michael and Charles Jr.; two grandchildren; and his parents Mr. and Mrs. Charles Schneider. Industry condolences go out to all family members.

# Tekbilt establishes contract manufacturing

Tekbilt Inc., a supplier of bill acceptors, monitors, and other parts to the coin-op and gaming markets, has established an in-house manufacturing division to build logic-ready upright and slant-top gaming machines. In supporting the venture, the company touts its extensive knowledge of bill acceptors, electronics, monitors, touch screens, power requirements, and cabinet designs.

"Quality is what the market is seeking and Tekbilt can and will fill that requirement; reliability and flexibility are two more items that Tekbilt focuses on," said CEO Buzz Bruner. "We know that market requirements move quickly and we have positioned ourselves to respond to these conditions."

In other Tekbilt news, the company is celebrating its 10th Anniversary this year. Tekbilt, which produces change machines, vending machines, and various coin drop cabinet configurations among other products in its 34,000-square-foot manufacturing facility outside of Philadelphia, was founded in 1986 by Bruner.

In explaining the company's success, Bruner said, "We listen to what our customers in the United States and around the world need and find a way to provide the products and service they require."

# Just Kiddie Rides offers incentive for new operators

In an effort to stimulate the kiddie ride industry, Just Kiddie Rides has announced a promotion to introduce prospective operators to the business.

With the purchase of 10 or more rides, the company will pay the customer's premiums and membership dues to the National Kiddie Ride Association for one year. The offer expires on June 30 and applies only to individuals or companies entering the kiddie ride business for the first time.

For more information, call (800) 677-6572.

# Licensed to Profit!

If you're looking to increase your profit margin, **licensed rides** are the only way to go. Time and time again **licensed rides** have proven to increase profits by 60% to 80%.

Why this drastic increase? Simple! **Licensed rides** have greater mass appeal because of their obvious character familiarity.

And the characters of **Just Kiddie Rides/Kiddies** are the most loved and recognized of all.

Think about it. Every time someone sees a comic strip, book, television special, cartoon network or broadcast commercial featuring one of the characters it is a natural image builder for these **licensed rides**. Where else could you ever achieve such worldwide exposure at no additional cost.

But there's more to our kiddie rides than just meets the eye. Every ride created by **Just Kiddie Rides/Kiddies** is made with American parts and components of top quality reinforced fiberglass and solid steel heavy gauge frames.

The research department puts each ride through the industry's toughest inspection for safety, durability and comfort.

Add to that our attention to detail, creative designs, and our **"Seal of Customer Satisfaction"** and you've got a very profitable ride.

**So don't delay, call today!**

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- Easy maintenance in all climatic conditions
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- Licensed, Generic & Custom designs
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COMMITMENT TO CUSTOMER SATISFACTION GUARANTEE

Just Kiddie Rides Inc.

KIDDIE'S

# Atlas named Valley's 1995 distributor

Atlas Distributing of Chicago has been named Valley's Distributor of the Year for 1995. The announcement was made by Doug Blair, vice president of sales for the Bay City, Mich., manufacturer of pool table and electronic dart games.

"The people at Atlas are certainly deserving of this recognition," said Blair, citing the fact that Atlas has led the way for the second consecutive year in sales, service, and overall support. "Atlas is also an excellent example of sound business and marketing practices."

In an accompanying announcement, Valley recognized four other distributors for outstanding performance in 1995. Laniel Automatic Machine Inc. of Montreal, Quebec, Canada, and Moss Distributing of Des Moines, Iowa, were named pool and dart distributor of the year respectively. Mondial Distributing of Springfield, N.J., and Colorado Game and Vending Exchange of Denver, Colo., were honored as the most improved pool and dart distributor respectively.

"The job done by Laniel Automatic is especially gratifying," emphasized James Griffiths, vice president of international operations for Valley. He praised Laniel for leading the way in pool table volume in a country with approximately one tenth the population of the United States two years running. "This is a real challenge to us to continue to provide the quality product that Laniel Automatic and all of Valley's distributors expect and deserve."

"Strong distributorships are not limited by geography," Griffiths and Blair added. "We congratulate all five of these outstanding companies. They are not only a valuable part of our business, but are also exceptional representatives of our entire industry and we are proud to be associated with each one of them."

## Companies on the move

Amid the hustle and bustle of open houses and spring sales, a number of companies have moved their headquarters. Here's a look at the firms' new addresses.

✉ Asahi Seiko, 6644 Paradise Road, Las Vegas, NV 89119; (702) 260-6666; fax (702) 260-6486.

✉ Innovative Concepts in Entertainment, 10123 Main St., Clarence, NY 14031; (716) 759-0370; fax (716) 759-0390.

✉ Planet Earth Entertainment, 8835-37 Shirley Ave., Northbridge, CA 91324; (818) 773-6056; fax (818) 773-6064.

✉ PlaySmart Inc, 731 West Main, Sedalia, MO 65301; (816) 829-0523 or (800) 940-7529; fax (816) 829-0526.


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The hottest game that sits on the bar
Is also a game that stands on it's own!

Merit Industries, makers of the Megatouch countertop (consistently on REPLAY's list of "Top Ten Location Pieces") now offers the new 19" Cabaret! You get all the great games and features that won AMOA's "Most Played Innovative Technology" two years straight *plus* the big-screen game play that a full 19" monitor offers! All this in a sleek, stylish cabinet design. Call today!

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# New York association elects new officers

The Amusement and Music Operators Association of New York recently held elections for officers and board members, and Robert Herman of Ace Amusements was chosen to serve as president.

Other officers elected included Frank Calland of E & S Music Corp. as vice president, Ken Goldberg of P.L.K. Vending as secretary, Anthony Elefante of Ralph Elefante Inc. as treasurer, and Peter Horowitz of Crosstown Operating as sergeant at arms.

Board members chosen were Al Hiller of Musical Moments, Joe Bossolina of McGee Amusement, Richard Holman of Royal Leisure, Anthony La Morte of La Morte For Vending, Joseph Bianco of ANT Vending Corp., and Jerry Rispoli of Misty Automatic.

The New York association also reports the impending repeal of a coin-op amusement device tax, which New York City officials say costs more to administer than is collected.

# Tribal leaders seek meeting with president

Following a recent U.S. Supreme Court decision limiting tribal action against states on gaming issues, the National Indian Gaming Association (NIGA) and the National Congress of American Indians (NCAI) is seeking a meeting with President Clinton and Interior Secretary Bruce Babbitt.

The court ruled that tribes cannot sue states in federal court if that state fails to negotiate a gaming agreement in good faith. However, the federal law regulating Indian gaming still allows tribes to seek relief from the Secretary of the Interior in such cases.

Tribal leaders want to discuss with Babbitt and the president secretarial procedures for those tribes faced with intractable states who choose not to negotiate.

NIGA leaders also expressed frustration with Babbitt's deputy secretary John Garamendi, who failed to show up at the association's annual meeting held last month in Orlando. "We're surprised, dismayed, and disappointed," said NIGA chairman Rick Hill.


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Merit Industries is offering financing terms of NO MONEY DOWN, NO PAYMENT FOR 120 DAYS! The first of 15 equal monthly payments isn't due until the 4th month. This means you have 18 months to pay for your investment! Just purchase a minimum of 10 MEGATOUCH video games or 10 SCORPION dart boards and you'll be eligible to take advantage of this incredible factory-assisted financing. Call today your nearest participating authorized distributor!

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Greater Southern Distributing Co.
Green Games of Tennessee
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Pioneer Sales & Service, Inc.
Reno Game Sales, Inc.
Roth Novelty Co.
Shaffer Distributing Co.
Southgate Amusement & Vending
State Sales & Service
Struve Distributing, Inc.
Theisen Vending Co.
T & M Distributing
Warehouse of Vending & Games
Wild Distributing
World Wide Distributors

# Changes planned for AMOA '96 in Dallas

AMOA Expo '96 will be held in Dallas, Texas, Sept. 26-28, and the association has a few changes in store for exhibitors and attendees.

Dallas, Texas, will be home this fall to the Amusement and Music Operators Association's Expo '96, an annual international exhibition and educational seminar for the commercial amusement, music, entertainment, and vending industry.

The event will be held Sept. 26-28 at the Dallas Convention Center, and AMOA has a few changes in store for exhibitors and attendees.

Several changes in store include elimination of the traditional distributor hour, offering discounts for new exhibitors and additional booths for past exhibitors, and ensuring that all association meetings and seminars end by noon each day. (For more information see story inside on AMOA board meeting.)

Exhibit, program, registration, and housing information will be sent out by AMOA this spring. Nearly 1,000 booths are available to be sold for the show, which is expected to attract more than 8,000 owner/operators, managers, distributor/suppliers, and manufacturers of commercial amusement, music, entertainment, and vending equipment for all types of locations.

The seminar program, free to all registered attendees, will be offered in specialized tracks including management, marketing, family entertainment centers, and technology.

Expo planning committee chair is Jerry Derrick of Derrick Music Co., Charleston, W.Va. Subcommittee chairs are Doug Minter of Tip Top Amusements, Carson, Nev., (awards); Lee Wesson of Peachtree Music & Amusements, Keyser, W.Va. (educational seminars); Chris Warren of Capital Amusement in Helena, Mont., (Hesch promotion); Bill Beckham of Red Baron Amusements, Toledo, Ohio, (international attendee task force); Randy Chilton of Chilton Vending, Wichita, Kan., (stage show), and Ross Todaro of TAVS Inc., Bryan, Texas, (trade show policy).

# Catch Play Meter on the Internet

Industry Internet surfers can now find Play Meter Magazine at two different sites on the Internet: the Amusement International Magazine (AIM) and the FEC Connection.

Play Meter first came on-line last year, establishing its initial home page (http://w3.thegroup.net/ ~ aim/pmhome.html) with AIM, published by Play Meter technical writer Randy Fromm.

Our second site on the FEC Connection (http://www.funone.com/pubs/playmetr.htm) was established earlier this year and features family entertainment related issues.

These two home pages complement a wide range of industry-related information available on both AIM (http://w3.thegroup.net/ ~ aim) and the FEC Connection (http://www.funone.com/index.htm).

For more information, zap us a message at our e-mail address (playmeter@aol.com).

# LeBlanc opens new company

Kevin LeBlanc, former general manager of the United States branch of Hantarex SpA, has opened a new firm specializing in monitors, DK Monicor Inc.

LeBlanc is joined in his new venture by most of his former staff and service employees. They have developed a new line of video monitors for the video game and gaming industries.

The company will also continue to service all Hantarex products that are in the field. Monicor is located in Schaumburg, Ill. and can be reached at (847) 884-0669

# Hirata replaces Stroll as Capcom president

In a recent letter to distributors, Capcom Coin-Op announced the departure of company president Michael Stroll. Ryuichi Hirata has assumed the duties of president.

Hirata has been in the industry for more than 15 years and has served well in both the European and domestic markets, the company reported.

"We want to assure you that Capcom will be very aggressive in pursuing our business plans and strategies," Hirata wrote to distributors. "Capcom Coin-Op has a strong management committee which will continue in its commitment to provide the best quality products. We look forward to our continued business relationships with you."

## Correction

JCM informs us that a phone number provided along with information about its new World Bill Acceptor, which appeared in the "What's New" section of April's issue, is incorrect. The correct number is (800) 683-7248.

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Classic-Style Games Specifically Designed to Appeal to ALL Players. Sensational Playfields, Sounds and Artwork all fit in an Affordable Package! Uncomplicated and Fun to Play! These Games are Great for your Profits All the Way Around.

**Now This is Pinball!**

# FAMA sets up key contact program

The Florida Amusement Machine Association (FAMA) has set up a key contact program aimed at increasing the association's influence in the state legislature.

Following a rocky year in 1995 which saw the association fighting significant tax issues, FAMA president Dale Williams told members at a spring meeting that legislators "respect numbers so we need to have a unified front."

To help present that unified front, the association is working with lobbyist Jim Spearing of the Lamonica Corp. to help create a network of local contacts for each legislator.

Spearing said that legislators depend on others for information on issues outside their realm of knowledge, and that constituents have more clout with elected officials than lobbyists.

"I would encourage you to develop a rapport with these legislators," Spearing told FAMA members. "They begin to look to you as an expert on this industry. If you're absent who else are they going to look to—the department of revenue? If I had everyone in this room assigned to a legislator we would double our influence."

# Video gaming makes headway in Illinois

The Illinois Senate has passed proposed legislation authorizing video gaming in fraternal clubs that would allow the participation of operators, distributors, and manufacturers.

However, the state association is continuing to push for the inclusion of age-controlled food and beverage locations. "Obviously we want it expanded," said Adonna Jerman of the Illinois Coin Machine Operators Association (ICMOA).

Jerman said ICMOA's video gaming committee is hard at work forming a coalition of associations, Illinois manufacturers of video gaming equipment, and their suppliers, distributors, and clubs.

Action on the issue is not expected until sometime this month, and Jerman said the association will argue that only extending video gaming to fraternal organizations will not generate significant revenue for the state.

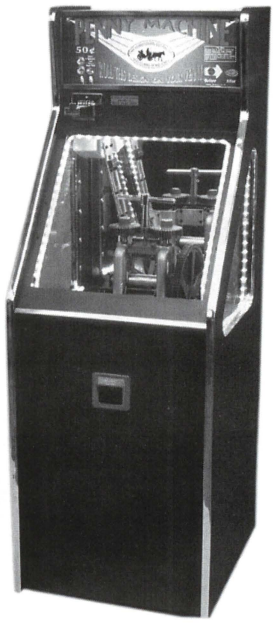
Illinois governor Jim Edgar is calling for an increase in state income tax to provide property tax relief and generate additional revenue for schools.

# A penny for your customers

With the busy spring and summer season now upon us, our telephone lines have literally lighted up with requests for information on penny press machines that deliver a flattened penny souvenir.

The machines usually take up a small amount of space and are considered low-maintenance equipment. They are ideal for any seasonal spots with transient traffic, and as an all-year impulse purchase in gift shops and restaurants; at fairs, parks, and special events; and in any locations where patrons are waiting to check in or out.

Three companies presently manufacture penny press models:



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# How Many *SHOOTING* Games in your Game Room?

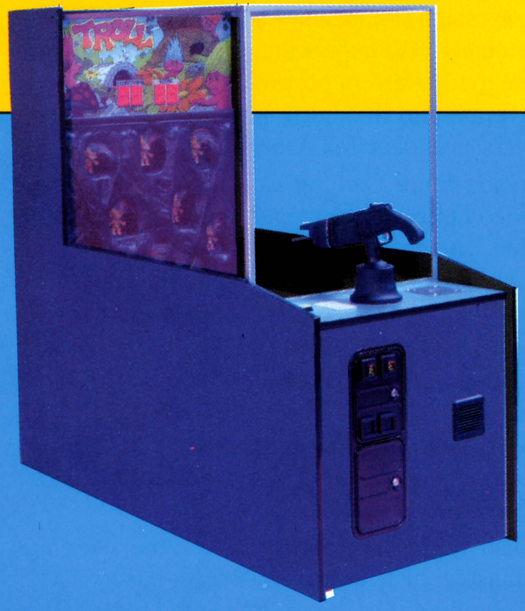
EQUIPMENT CHECKLIST

- ☑ CRITTER
- ☑ TROLL
- ☑ HOT SHOT

## CRITTER

## HOT SHOT

## TROLL

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# Worldwide Video extends operator trade-in program

Brad Brown of Worldwide Video in San Diego, Calif., has announced an extension of the company's trade-in program based on the success of its flying game *Strikers 1945*. The program, which guarantees all game buyers a resale value of at least $450, has been extended until Aug. 1.

After that time, the program remains intact at the $200 level until the end of the year.

Brown also announced a licensing deal with the Mitchell Corp. of Japan for exclusive domestic distribution of *Pang 3*, the latest in a successful series of *Pang* games formerly known in the United States as *Super Buster Bros.*

"With *Super Bros.* lasting as long as it did, *Pang 3* looks equally promising," said Brown. "We are going to get very aggressive about marketing quality games at inexpensive prices to operators in the United States."

# Amusement Consultants opens Skybound Arcade

Amusement Consultants Ltd. of New Rochelle, N.Y., recently opened the 100-game Skybound Arcade in conjunction with the newly established Stratosphere attraction and resort in Las Vegas.

The company's Michael Getlan said Las Vegas is the entertainment capital of the world. "We are embracing Las Vegas," he exuded.

Stratosphere Tower will soar approximately 1,149 feet, or 135 stories, in the air and feature four high-speed double decked elevators to whisk guests to the top. Other attractions will include indoor and outdoor observation decks, a space shot thrill ride, the world's highest roller coaster, a 360-seat revolving restaurant with 220-seat cocktail lounge, four wedding chapels, a 97,000-square-foot casino, and a 1,500-room luxury hotel.

# News Briefs

- Q-Zar of Dallas, Texas, recently raised $13.3 million through the placement of private seven percent convertible subordinated debentures, which are convertible into common stock. "The proceeds from the private placement will enable the company to continue its aggressive growth strategy and will be used primarily to fund Q-Zar and Q-Kidz centers and Q-City center joint ventures," said company CEO Tom Butler.
- Reflectone of Tampa, Fla., has been awarded a contract to supply a harness racing simulation theater to the Harness Racing Museum and Hall of Fame located in Goshen, N.Y. Filming will be from the point of view of the driver and will include two laps around a half-mile track.
- 3Dfx Interactive has received over $11.6 million in its second round of venture capital funding, which will be used to ramp up the manufacturing and sales of its 3-D graphics accelerator Voodoo Graphics. The company will also use the funds to invest in the research and development of future products. 3Dfx introduced the graphics accelerator last year; it is designed to enable a new class of photo-realistic and interactive 3-D games for the arcade and PC game market.
- The National Council of Legislators from Gaming States (NCLGS), a newly formed organization of state legislators whose policy responsibilities include gaming, will hold its initial meeting at the Hyatt Regency Tech Center in Denver, Colo., June 14-16.
- TelcoVISION, a division of Telco Intercontinental Corp., announces long-term availability of 13' 0.39DP CGA, EGA, and VGA open frame video monitors for the OEM gaming and amusement marketplace. This announcement comes when several CRT manufacturers made public their intentions to discontinue their 0.39 dot-pitch CRTs. For more information, call (713) 855-2218.
- The West Virginia Legislature recently passed legislation that will permit Winners Entertainment's Moutaineer Racetrack & Gaming Resort to add a simulated classic casino slot machine game to its 800 video lottery terminals. "We expect the addition of a slot machine game to have a very positive impact on our video lottery revenue and the entire Mountaineer facility," said Winners' president Ted Arneault.
- The Nevada State Gaming Control Board has approved Video Lottery Consultants' *Winning Touch* gaming machine. The recommendation follows a successful field test at Sam's Town in Las Vegas. The machine must be ultimately approved by the Nevada Gaming Commission.
- Coin-op game manufacturer Purple Star is reportedly out of business, but David Cross of Cross Mfg. in Adel, Iowa, reports that operators can still get parts for certain of the company's games. For more information, call Cross at (515) 993-5091.
- Brady Distributing of Charlotte, N.C., has been appointed master distributor of British-based BWB Newark's equipment in the entire United States. Two new BWB products have recently been on test and will be available shortly. ▲

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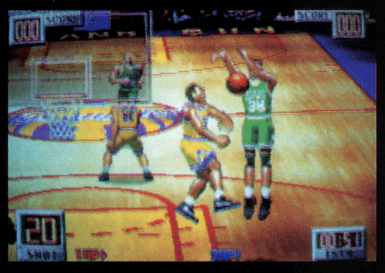

# RUN AND GUN 2™

Dimensions:
31.5" W x 56.5"L x 69"H
With wheels and marquee:
31.5" W x 56.5"L x 83.75"H
Approximate Weight: 600 lbs.

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*"Then the father held out the golden scales and in them he placed two fates of dreaded death."*
*—Homer*

# Guy and Gavin Goudeau

Guy and Tammy with their three children: Joshua, Hydie, and Gavin.

Saturday April 6 was turning out to be a pretty nice day. Guy and Tammy Goudeau were planning a bonfire and barbecue that evening and were busy getting things ready. Once preparations were under control, Guy decided to take his four-year-old son Gavin and two nephews for a ride.

Sadly, fate was about to deal the family a fatal blow. On the way home, and just in front of their house, Guy and Gavin were killed when the car skidded off the road.

Guy, 35, was a Lafayette, La., resident and worked for the family business, Gerald's Amusement Machines, for over 17 years. "Guy was the ultimate routeman. His locations loved him," said his brother and co-worker Greg. "Guy was responsible for 61 locations throughout Louisiana."

Those location owners were stunned by the loss. One said of Guy, "I've seen this man every Tuesday morning for the last five years. He was always so full of life. I can still picture him saying, 'You still love me baby?'"

Another customer, John Babin, added, "If you needed anything he was there, even if it wasn't on his list of things to do. He was great. We have all suffered a tremendous loss."

During high school, Guy fell in love with a young classmate named Tammy Richard. They dated throughout high school and soon after graduation were married. Their family grew over the years and eventually included Joshua, who is now 13; Hydie Elizabeth, nine; and Gavin, the baby. Guy's family was his priority. All who knew him can't help but believe that he never would have let his son go on such an uncertain journey alone. "He loved his kids and did everything with them," noted a co-worker. "We find a little comfort in knowing that Gavin and Guy are together."

Co-workers remember Guy fondly, recalling his zest for life. They gathered to share stories and their grief over the stunning loss of someone so dear. One friend recalled Guy's motocross days. "Guy set many motocross records as a young man. It was during Evel Knevil's heyday when Guy bragged that he could beat the Jr. Motocross record of 14 barrels jumped. His buddies lined up 16 trashcans and Guy indeed jumped them."

Guy's father, Gerald, noted that Guy broke another record by having more flowers and attendance than any other service held in the local mortuary. Gerald added, "We are overwhelmed by the thoughtful expressions of kindness from our friends locally, politically, and within our industry. This is the final act of being proud that his mother and I can feel for him."

"Guy loved fast cars, fast motorcycles, hunting, fishing, barbecues, and bonfires. He lived life to its fullest, enjoying every moment," said his sister Jody Coleman. " His presence will be missed by his family, co-workers, and his locations."

In addition to his parents, Gerald and Maurene; his wife Tammy; and his children Josh and Hydie; Guy is also survived by three sisters: Kelly Goudeau, Jennifer Adkisson, and Jody Coleman; and five brothers: David, Douglas, Greg, Todd, and Jonathon. Little Gavin is also survived by his maternal grandparents, Hilton and Shirley Richard.

All of us at Play Meter join with friends and family in saying, "We love you man!"

DELUXE

# GIFT BOX

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**A Luxury Edition *Magnetic* Crane!**

*Fun Merchants presents another unique addition to our redemption lineup. The **Deluxe Gift Box** features a magnetic Belgium mechanism able to pickup a gift box. Due to popular demand we are now offering this attractive version in a gold trimmed, black formica, Big Choice Style cabinet with all the features you've come to expect from our cranes including: quality construction, coin counter meters, microprocessor boards, reliable adjustable Belgium mechanism, attract mode, dual coin mechs, adjustable pricing and a dollar bill validator option.*

The Deluxe Gift Box is not limited to jewelry or watches. You can use any gift items which will fit in the box. The only limit is your imagination!

DIMENSIONS
Width - 30"
Height - 75"
Depth - 34"

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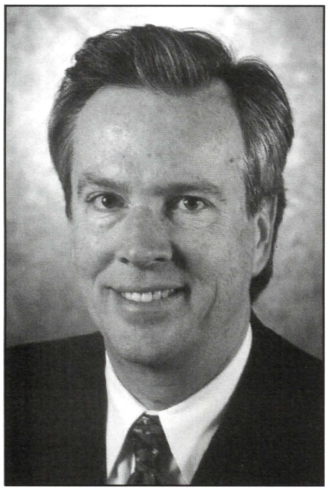
# Export Council appoints Struhs

Dynamo Ltd.'s Mark Struhs has been appointed chairman of the North Texas District Export Council, which provides export information and assistance to Texas businesses and is affiliated with the U.S. Department of Commerce.



Mark Struhs

Struhs is president of the company's gaming and interactive technologies division and vice president of sales and marketing for all Dynamo divisions. The company received the president's "E" Award for excellence in exporting in 1994, the nation's highest award honoring American exporters.

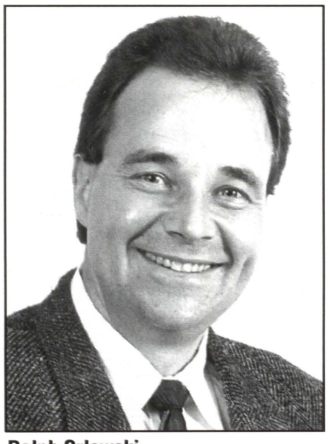
As DEC chairman, Struhs will serve as spokesman and coordinator for all of the council's programs, as well as oversee various committees including those on counseling, trade finance, education, legislation, public affairs, and environmental and "E" awards.

Struhs is also on the board of directors of the American Amusement Machine Association and a member of the city of Fort Worth's international business development facet of Strategy 2000.

# Hunt to Music-Vend

Music-Vend Distributing Co. of Seattle, Wash., has added Ron Hunt to its sales staff.

Hunt will be responsible for coordinating, cultivating, and representing the Medalist Dart program in the Western territories. He can be reached at (206) 682-5700; fax (206) 682-3622



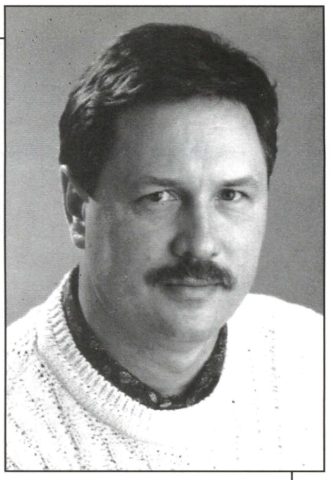
Ralph Orlowski

# Jaleco names Orlowski

Jaleco USA Inc. has appointed Ralph Orlowski to the post of vice president of its coin-op division.

Orlowski has a long history in the coin machine industry, most recently as national sales manager at Taito America Corp. He has also held positions at Chugai Boyeki/Kaneko and Wico Distributing Corp. He can be reached at Jaleco headquarters in Wheeling, Ill., (847) 215-1811; fax (847) 215-2642.

# Borth joins Hansen



Jerry Borth

Hansen Distributing Co. of Bloomington, Minn., extends a warm welcome to Jerry Borth, who joins the staff in sales and promotion.

The distributorship considers the addition of Borth to be a "very timely opportunity to enhance our staff with a respected industry leader in coin-operated promotions. With the introduction of the Valley *Cougar IQ Dart* system, the recent growth in foosball leagues and tournaments, and increased operator emphasis on leagues and promotions, Jerry's expertise should prove to be an ideal fit."

Borth got his start in the industry at Kreuger Novelty of St. Cloud. He has owned and operated his own route, served as league coordinator for many years with Brothers Music and Games in St. Cloud, and been a key member of the Minnesota Operators of Music and Amusements' pool and dart association since its inception. He has also been a leader in the AMOA-National Dart Association. He can be reached at (612) 884-6604; fax (612) 881-7960.

# Jackson joins S & B

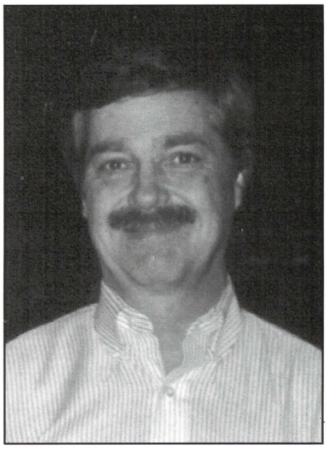
After decades of amusement park and carnival experience, plus six years as a redemption buyer and production manager with such well-known companies as Time Out and Edison Brothers, Thom Jackson has joined the staff of S & B Entertainment.

S & B is the St. Louis, Mo.-based company that supplies candy and toys for cranes and redemption counters. Jackson is implementing a new candy redemption program that includes a Phase 1 Starter Kit for items that can be valued from one to 25 points at the redemption counter. It includes 12 prizes, 12 display containers, price point labels, and a Candy Spot promotional sign package. Freight is free.

The package requires five-and-a-half feet of redemption shelf space.

Said Jackson: "I feel that the time is right for this concept. The company is doing a fine job of taking the guesswork out of redemption. A lot of industry members are recognizing that redemption is maturing as a category of equipment. We are addressing redemption's special needs." He can be reached at (314) 652-8113; fax (314) 652-5457.

Thom Jackson



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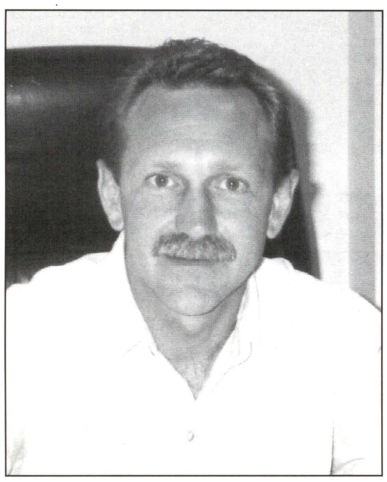


Bob Keelyn

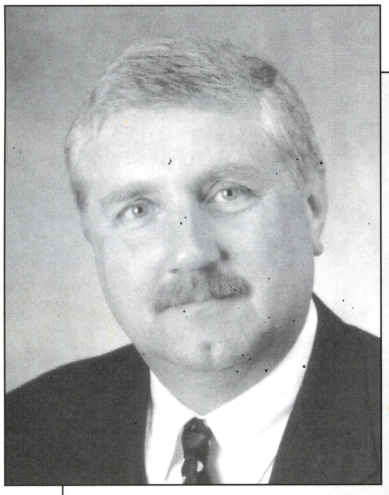
## Keelyn moves to Great American

Robert Keelyn has been appointed vice president of marketing and sales for Great American Billiards, the Cranston, R.I., company with a product line that includes pool and foosball tables, video game cabinets, and two models of *Power Hockey.*

Keelyn has over 25 years of experience in the amusement industry including manufacturing, distributing, and operating. In his new post he will direct the marketing staff on both the domestic and international levels.

According to company president David Celani, "We welcome the addition of such a knowledgeable and well-known individual to our staff. With Bob's experience in marketing and product development we anticipate introducing new products as well as establishing additional markets for our current variety of coin-op amusement equipment."

Keelyn can be reached at (800) 654-7328; fax (908) 255-1960, and international direct (908) 255-1960.



Neale Wade

## Mars promotes Wade

Mars Electronics International has named Neale Wade as group manager of AGL products for the company. His responsibilities will include leading the company's operations in the amusement, legal gaming, and lottery markets.

Wade came on board with Mars in 1983 as sales and marketing manager in the United Kingdom, then moved to the United States to oversee the company's entrance into and growth in the telecommunications marketplace. He was also customer service group manager at the same time.

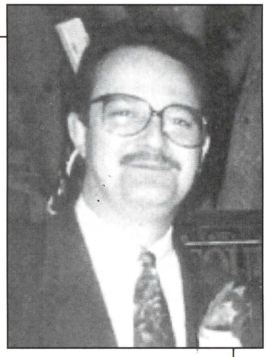
Wade can be reached at Mars' West Chester, Pa., home base, (610) 430-2500; fax (610) 430-2694.

## WAMO chooses O'Brien

The Wisconsin Amusement and Music Operators Association has selected Maxine O'Brien to be its new executive director. She replaces Jane Svinicki.

O'Brien has been in the management services industry for more than 20 years. In the most recent WAMO-gram, O'Brien said, "I look forward to meeting many of you in the months ahead and will stop by your businesses whenever I'm in your vicinity. It is also my hope to be very visible at the tournaments so be sure to introduce yourself."

All WAMO correspondence should be directed to the new office at 3702 Nathan Hale Court, Middleton, WI 53562, (800) 827-8011 or (608) 836-6090; fax (608) 836-3851.

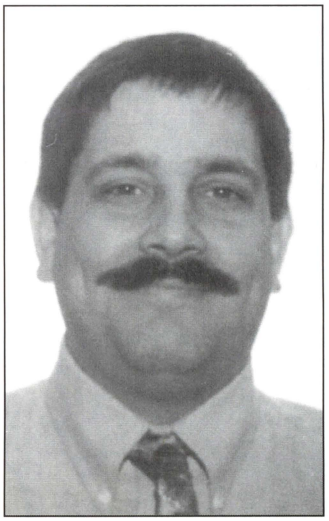


John Doyle

## Doyle to represent HanaHo

HanaHo Games USA Inc. reports that John Doyle of the new firm J.D. Sales will represent the company's game line of video redemption and novelty games throughout the Midwest.

Doyle has 10 years of industry experience and was most recently on the sales team at Dynamo Ltd. As a representative of HanaHo he will be in touch with distributors in Indiana, Ohio, Michigan, Illinois, Missouri, Kansas, Kentucky, Tennessee, and Maryland. Doyle can be reached at (317) 891-9526.



Chris Slimmer

## Slimmer goes to Green Games

Chris Slimmer has joined the staff of Green Games of Tenn. Inc. as a sales representative. He will be dealing with operators in the four-state area of Tennessee, Kentucky, Mississippi, and Arkansas, with an emphasis on auction sales.

Slimmer is a 20-year industry veteran who came up through the ranks of operator, exporter, and independent jobber specializing in bulk purchases. Prior to this new post he was vice president of marketing for Smart Industries.

Slimmer is based in the Memphis, Tenn., office of Green Games, (901) 353-1000; fax (901) 353-1155.

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## No. 1 Earning Interactive Video Redemption Game

## NEW FROM ICE™

### The Makers of Cyclone and Many Other Great Games!

- Simple, but Challenging Game Play for all ages
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# Happ Controls expands its sales force

Happ Controls has greatly expanded its staff and sales force following the closure of Wico Corp. At press time there have been 11 additions coming from Wico that contribute to Happ's ability to cover every major territory:

**Ted Anderson:** The 23-year veteran of Wico was also a sales representative for the American Tobacco Co. He presently covers southeastern Pennsylvania, southern New Jersey, and Delaware.

**Steve Butler:** A former managing partner in a full-line vending business before joining Wico in 1979, Butler will cover cover Tennessee, Kentucky, Ohio, Mississippi, and Alabama. He brings 25 years of experience to his new position.

**Rick Kowalczk:** Before joining Wico he was the owner and operator of his own vending business in New Hampshire for 11 years. He now covers the northeast New England states of Massachusetts, Rhode Island, Vermont, Maine, and New Hampshire.

**Kevin Meek:** The former assistant merchandise manager at Wico has knowledge, experience, and contacts within the industry and has been instrumental in the acquisition of new products and inventory.

**Mike Murray:** After six years with Wico in inside and outside sales, Murray has extensive customer experience in the northeast area of the country and the West Coast.

**Larry O'Tool:** He honed his skills in the gaming branch of Wico in Las Vegas, Nev. His experience in that market will be a real asset as he covers Nevada and California.

**Bill Quint:** Thirty-four years in the industry (the last 10 with Wico) qualifies him to be a true industry veteran. He will cover northern Illinois and Indiana.

**Bob Redwitz:** He logged 13 years in the vending industry before joining Wico in 1981. Redwitz has been named vice president of sales; he is based in South Carolina.

**Rob Richey:** He served as the vice president of a vending company in northern Florida before he joined Wico. Richey will cover Florida.

**Ed Schiffer:** Before joining the Wico staff in 1993 he spent 20 years in sales in the lumber industry. He will cover New York, northern New Jersey, and Connecticut.

**John Travelletti:** With almost 40 years in the industry he is the most senior of the new Happ staff. His career has included posts at Rowe International, Coffee-Mat, and seven years with Wico. He will cover Oklahoma, north Texas, and part of Kansas, Arkansas, and Missouri. ▲

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# Pick out the Valley pool table slate.

**Actually, they're both ours. But only one has been through our flattening process.**

The one with the water — the uneven slate — is just the way we receive some of them from our suppliers. And would be considered "ready to install" by most all other pool table manufacturers.

**Not Valley.**

Yes, it's Italian slate ... the best money can buy. And just because it may not meet our flatness standards doesn't mean the supplier hasn't done their job. Our standards are demanding. Exceptionally demanding. And we know it.

**But players will detect the difference.**

A less-than-flat slate may not be noticeable to the eye. Maybe not even that easy to detect test-rolling a few balls during set up. But players can tell. Especially the more accomplished players, the people that account for the majority of what operators find in their cashboxes.

**That's the reason we won't install a slate unless it's within 10/1000ths of an inch flat across the entire playing surface.**

And we subject all of our slate to a 3-step process to assure just that:

- Inspection, separation & flatness check. Those that pass are cured and ready to install. Those that don't are racked for curing.
- After curing, those that didn't pass are checked for flatness again.
- If they still don't pass, they're rotary-ground to our 10/1000ths specification.

Over half of the slates we receive require some grinding.

**We'd love to save ourselves all the grief and money the slate flattening process costs us.**

But we won't. Nor will we cut corners on any of the literally dozens of other quality features unique to our pool tables. "Valley Built" means something because of those differences and you'll never see that meaning change. Guaranteed.

Look a little closer and we bet you'll pick a Valley table next time.

**Pick a Valley table.**
**And you've picked out the right slate.**

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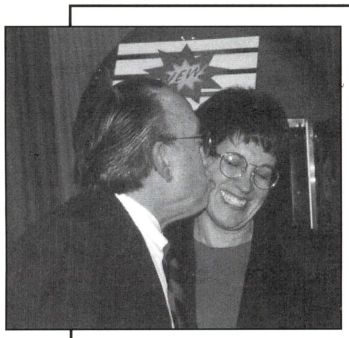
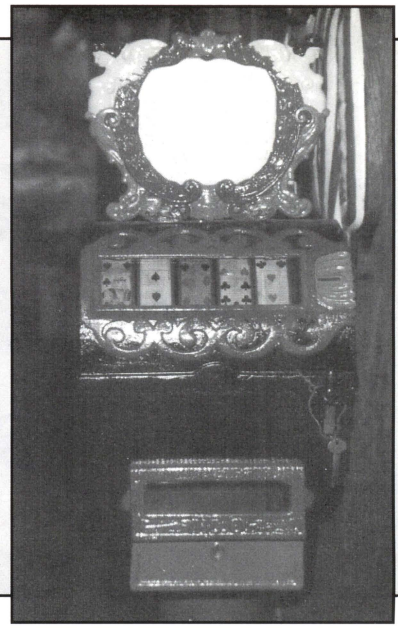
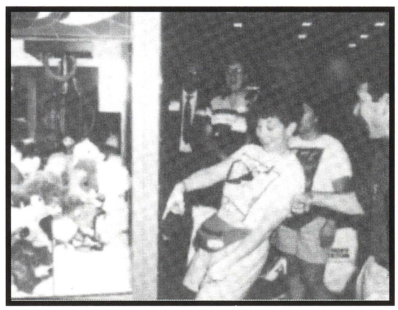
**Blues Kings** Jim "Elwood" Wittler (l) and Lou "Joliet Jake" Larson (r) of Betson Pittsburgh got into the swing of things at the distributorship's post-ACME open house in March. The theme was "Lunch with the Blues Brothers." All customers received a black fedora hat upon their arrival, which served as their raffle ticket. They had to keep the hat on all afternoon until door prizes were given away (Blues Brothers paraphernalia including videos and CDs, also some TVs). Wittler commented on the themed event: "Hey, we're in the entertainment business." His cohort Larson sized up the equipment: "If you can't find anything to make money with in this new equipment mix, you better stick to farming." Special one-day discounts were available on parts and cash purchases, and each attendee received an equipment summary to take home along with memories of a good time.



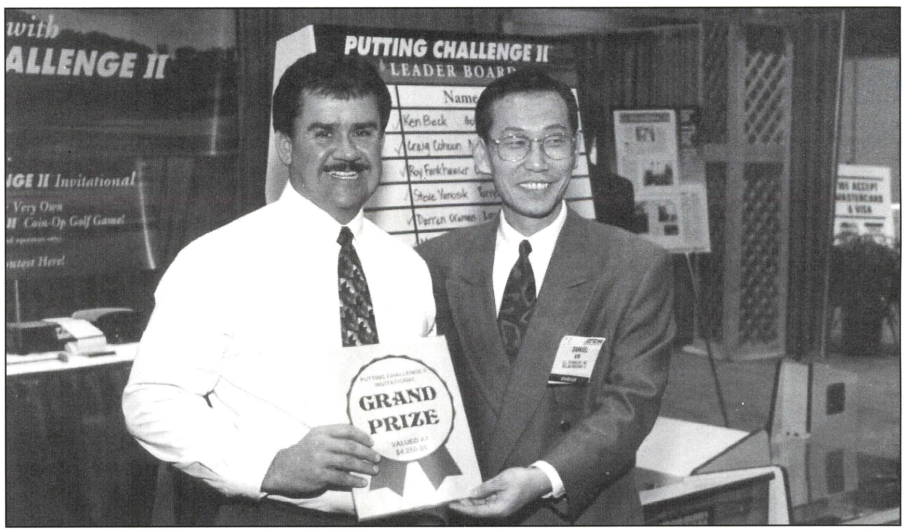
**Gordon Smart of Smart Industries** plants a big kiss on fiance Mary Sharratt at ACME '96. The happy couple were all smiles as they announced their engagement.

**Nostalgia buffs** were able to wallow in a sea of antique machines, signs, posters, and toys at the recent Orlando Nostalgia Memorabilia and Collectible Show in south Florida. Chief among the in-demand items were Rock-Ola, Seeburg, and Wurlitzer jukeboxes (most restored), pinballs, old shooting gallery arcade games, and antique slot machines. The second show of the year will be in Orlando Oct. 19-20. Contact Chip Nofal for more details, (904) 928-0666. Pictured: one of the antique gaming devices, a nickel poker machine.





**Who says only kids play cranes?** At Mission Crane Service the facts clearly point in another direction. Glenn Kassel, vice president of corporate accounts for MCSI, explained: "Our equipment appeals to an older crowd. As a matter of fact, the average age of customers using Mission skill cranes is 45. Our players are kids 12 and under and their parents and grandparents out for the evening and a good time. That's why we fill our machines with only the highest quality, eye-appealing plush." MCSI pioneered the Group Operator Program and furniture-quality cranes with solid hardwood cabinets and stained-glass graphics.




**And the winner is...**Steve Pullen of Kentucky Coin. Pullen won a *Putting Challenge II* miniature golf game by G.L. Technology at ACME '96 when he tallied the best scores in an invitational tournament during the trade show (see Steve and his wife Karen on page 83 in Play Meter's April edition). Here a smiling Samuel Kim, president of G.L. Technology, presents the grand prize to Pullen. Other prizes included *Putting Challenge* graphite putters, which were won by Ken Beck of Golfland in Stanton, Calif.; Craig Cohoon of Moss Distributing in Des Moines, Iowa; Darren Oreman of Laser Tag Games in Metairie, La.; and Pullen.

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## Return of the "Grand" lady.

**We've never re-introduced any jukebox in our 40-year history. But, then again, no jukebox has had such an impact in 40 years.**

So we enhanced this beautiful "lady's" appearance yet further ... new accents, new light-transmitting affects, new color-pulsating laser rods. And we fitted it with our NEW ultra-high-performance HyperBeam™ sound system — an even faster speed of CD change, even more features, an even more powerful sound, even greater technological "flexibility."

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*Look closely.*
*What other jukebox has inspired an entire bar design?*

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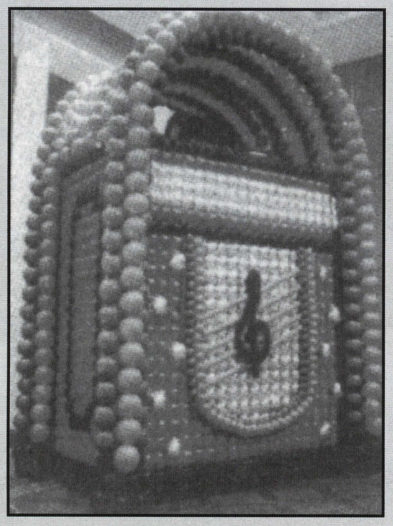
**A balloon blowout** in Chicago at the end of March found balloon sculptures in every shape from a 15-foot-high wedding cake and a 20-foot chess set to a jukebox made of 2,300 balloons, according to *USA Today.* Certified balloon artists from all over the world attended the International Balloon Arts Convention and competed in a balloon sculpture contest.



**Crompton's Leisure Machines Ltd.** of Ramsgate recently welcomed a famous visitor to its facility. LaToya Jackson and her husband Jack Gordon, an old friend of the Crompton family, arrived for a tour of the factory and took time for a quick photo.

**Play Meter technical writer Larry Ankeny** (Larry Munday of "Battle Tech") and his bride Judy Hoffort tied the knot right after ACME '96 on March 10 at the Walt Disney World Resort Yacht Club. The ceremony was performed by Rev. Jack Day; special guests included Mickey and Minnie Mouse. Munday is a technician for Po-Jo's Family Fun Center.

**Two *Bankshot Basketball* Portable Pro Systems** were part of this year's NBA All-Star Weekend at the Henry B. Gonzalez Convention Center in San Antonio, Texas. The event was covered by NBC Sports and TNT Sports. *Bankshot Basketball* allows players of all ages and abilities, including the disabled, to enjoy basketball on an equal level. It offers a challenging course of colorful, angled Bankboards. *Bankshot Basketball* is a frequent element in the NBA All-Star Game Jam Sessions that travel around the United States annually.

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*Clear the playfield in combinations totaling "11". A highly addictive solitaire play!*

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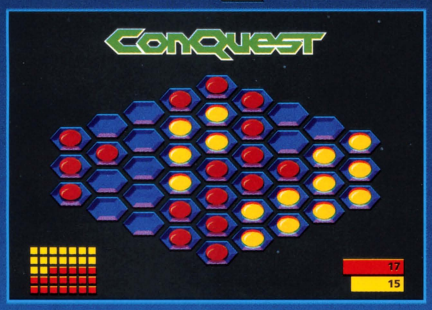


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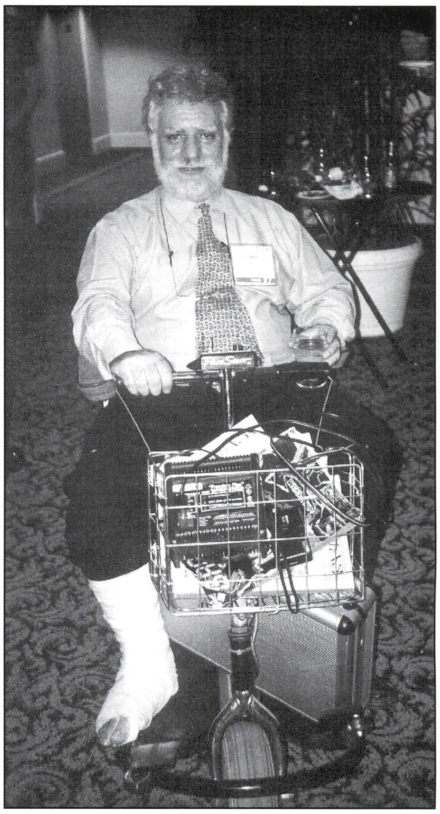
**Joel Friedman of Rowe International** was recently honored as "the man with the imagination" at the jukebox firm. It was Friedman's idea to incorporate album covers on the title rack, an idea that contributed to making Rowe-AMi the standard for innovative design and leadership in the jukebox industry. Congratulations, Joel!



**It was a great party** as usual for James Industries at the recent ACME '96 in Orlando, Fla. Left: Janice Blouin joins her husband John for a rare trade show visit; right: *Games News Magazine* publisher Roberto Salles of Brazil did not let a broken leg and a wheelchair hinder his participation and enjoyment of the show. Roberto deftly cruised the exhibit floor on his temporary wheels with briefcase in tow.

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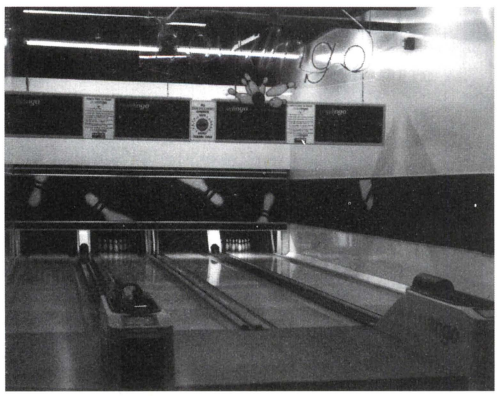

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BOB SNYDER & ASSOCIATES, INC.
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**Pinball Fantasy '96,** another game room collectible show, is set for July 26-27 at the Riviera Hotel in Las Vegas, Nev., in conjunction with a vintage item auction conducted by Super Auctions. The event features 15,000 square feet of games and booths, woodrail and electric pinball tournaments, rare and prototype games, and an auction. For show information, call (818) 761-2255; for auction information, call (714) 535-5353.

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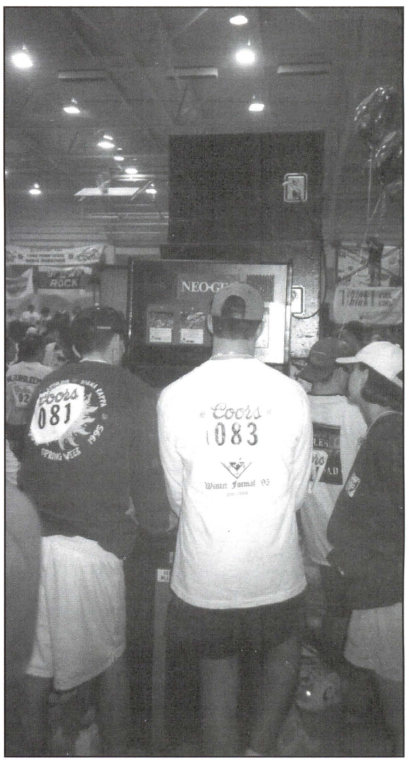

**Mondial Distributing** of Bensalem, Pa., was a good corporate neighbor during Penn State's annual Thon Dance Marathon. The event, in its 24th year, is sponsored by the Greek Council at Penn State in conjunction with Hershey Medical Center to benefit children's cancer research. Students raised $1.2 million this year.

Mondial's Adrienne Rolan coordinated donations of refreshments for volunteers and their families taking part in the marathon. Thanks to Mondial, its customers and suppliers across Pennsylvania, a VSA tractor trailer delivered snacks and beverages for the occasion.

Said Rolan: "Everyone I approached was more than happy to donate to this function and couldn't give enough. The industry really recognized the efforts of these college students and gave a helping hand." In addition to Mondial, other companies that contributed supplies were Warantz Enterprises, Have-A-Cup, Ellis Coffee, Chase Sales, Hershey USA, Nabisco, Gelman Associates, Quality Brokerage, RDR Associates, and VSA Distributors. State Amusements of State College donated video games (pictured) for participants to play.

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  A system that's in use in over 100,00 pinball machines around the world. It's technology your technicians know.
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  Players can clear the playfield of any coins that didn't make it to the pot!
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  Spell J-A-C-K-P-O-T for an operator adjustable mega tix award!
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  You've seen the terrific animation our pinball artists can produce. It makes this game impossible to walk past without dropping a coin into the pot!
- **Operator Adjustable BSMT Sound.**
  Light hearted and fun. It's what this game is all about. Adjustable so it won't offend even in the most sensitive locations.
- **Accessible PCB's**
  Mounted to the back service access door making this game easy to get into and out of quickly.
- **Sega Pinball Technical Service and Parts support.**
  They're quickly making a name for themselves as one of the best in the industry.
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# All cash machine comes to Britain

A recent report on the deregulation of gaming machines published by a House of Commons' committee has cleared the way for authorization of the all-cash machine in Britain by mid-July.

Government officials also agreed with the coin-op industry association BACTA that no further age restriction legislation should be included. The House of Lords noted that those under the age of 18 will be banned from the all cash machine offering a maximum payout of 10 pounds under current law, while 16-year-olds can currently purchase lottery scratch tickets with a potential jackpot payoff of 50,000 pounds.

While the House of Commons' deregulation committee was not persuaded by arguments that children in pubs would always be supervised by parents, a compromise was reached requiring machines in bars to be placed in such a way that they can easily be supervised. Designated areas will be established in amusement arcades. Details will be worked out by operators and local authorities.

A maximum license fee was set at 250 pounds, and, according to BACTA literature, operators are being directed to submit the full amount as soon as possible. Refunds will be issue in areas where the fees are less. Locations that do not admit patrons under the age of 18 are expected to receive a permit without question. Private bingo clubs will also be permitted to use the all-cash machine, while public bingo establishments will not.

"Our effort now is to smooth its introduction," wrote BACTA chief executive Warren Newman in a special newsletter. "It will not be possible to get permits for everyone to operate the new machines from day one but we will minimize the delays as far as is practicable."

While the all-cash machine is coming to fruition, British government officials are also looking at new regulations for gaming machines in casinos and bingo halls, as well as laws concerning advertising amusement with prize machines. Additionally, gaming regulators are considering a legal ban on the practice of trading up several small plush items won from cranes for one larger item.

# Venturer simulator launches 007 and "Goldeneye" in Norway

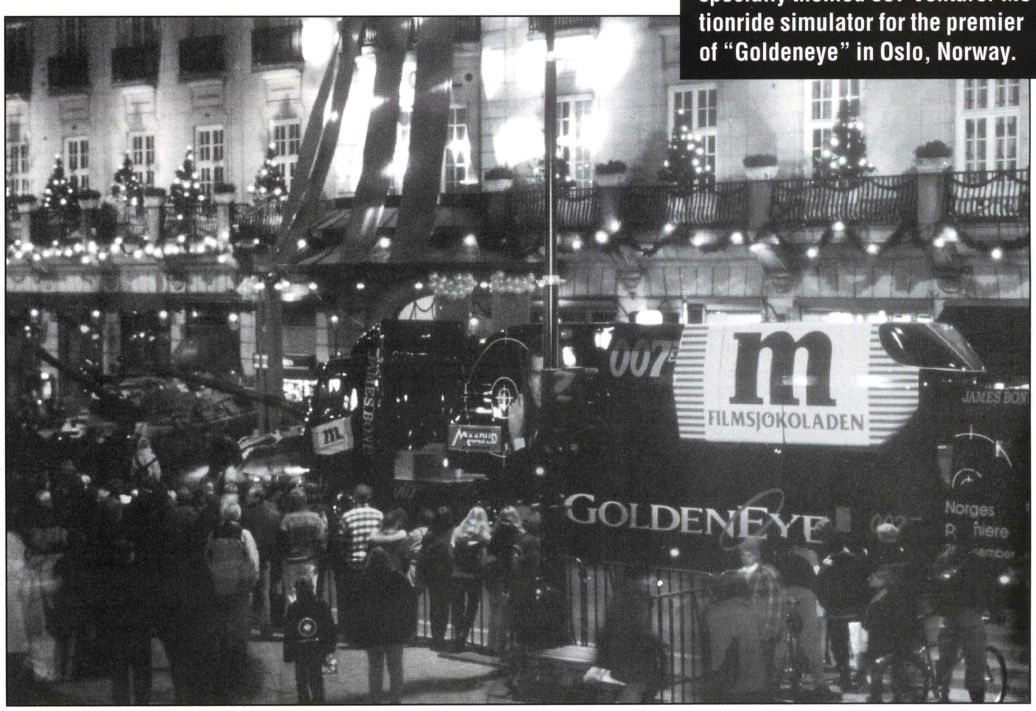
A specially themed 007 mobile Venturer Motionride simulator, courtesy of Thomson Training & Simulation's Entertainment Systems division, held center stage in Oslo, Norway, when it launched the latest James Bond smash hit film "Goldeneye" there.

Against the backdrop of Oslo's Grand Hotel, a typical James Bond film set was recreated using the Venturer simulator plus tanks, laser lights, and the newest Bond girl Izabella Scorupco.

The simulator is the first of several machines to be supplied to Norwegian corporate sponsorship specialists Massive Event by Thomson's Scandinavian distributor Simulation Scandinavia A.S. The Venturer was hired to promote the movie on a nationwide tour.

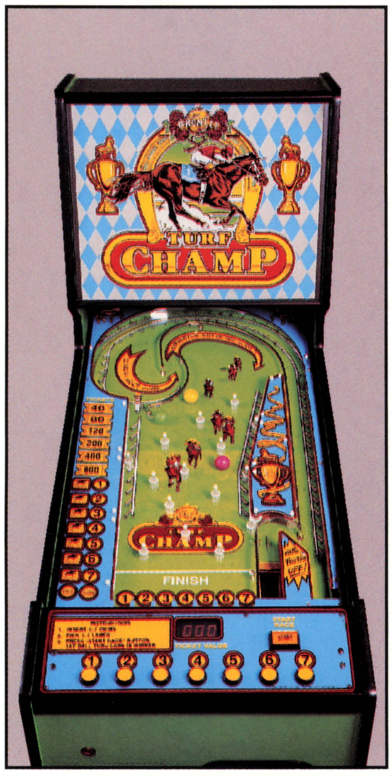
As the simulator tours around Norway customers will be able to enjoy as many thrilling adventures as James Bond himself with rides like Glacier Run, which provides an ice-tingling downhill race through an Artic ice quarry; and Hot Wheels, red hot wheel-spinning action on the race track.

Thomson has also recently contracted with Algorithm Inc. for the development of a new generation interactive entertainment simulator. The new ride will provide an immersive environment incorporating 3-D computer graphics with motion simulation technology. Algorithm is an Atlanta, Ga.-based developer of high performance computer graphics applications.




**Audiences were entertained by a specially themed 007 Venturer Motionride simulator for the premier of "Goldeneye" in Oslo, Norway.**

# BROMLEY "ROCKS, RACES AND RALLYS" WITH WINNERS

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- Automatic ticket count
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- High grade cabinet

Insert 1-7 coins
Select your favorite horse(1-7), press start and THEY'RE OFF!
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# Toonie conversion offered by Klopp

Klopp Intl. is now offering Canadian operators the opportunity to have their older Klopp counters converted to count the new Canadian two dollar coin known as the Toonie.

Both manual and electric Klopp counters dating as far back as 1981 can be converted at the factory if they are in good operating condition. Counters requiring nominal service can also be converted at a somewhat higher cost, according to the company.

"Making this type of conversion is not just changing a few parts," said Klopp president Jack Lanagan. "It requires special factory machinery and equipment. For this reason, it cannot be done in the field. Even at the factory it's always challenging to synchronize 1996 parts and converted parts with counter parts that can be up to 16 years old."

Following the successful introduction of a dollar coin in Canada in the 1980s, the government began circulating the new two-dollar coin in February. Plans are underway to withdraw 245 million two-dollar bills from circulation.

For complete conversion details call Klopp at (800) 356-9080.

# Q-Zar expanding to Asia

Laser tag manufacturer Q-Zar recently announced its expansion into five new Asian markets: Hong Kong, Singapore, Indonesia, South Korea, and China. The announcement was made by company president and CEO Tom Butler following the LeisureASIA exhibition in Singapore.

Butler said the new venues will add to the company's current Asian presence in Japan, Thailand, Taiwan, and Brunei. Sites selected for China include Shanghai, Beijing, Macao, and Cheung-du. "With its recent entry into Austria, Colombia, and Ecuador, Q-Zar soon will be operating in 38 countries," Butler said.

Added chief operating officer John Cooke: "1996 promises to be an exciting new year for Q-Zar as the company introduces the first of a new generation of entertainment centers.

The company which has systems on location at 160 centers worldwide is also working on a 50,000-square-foot Q-City entertainment venue in Dallas, Texas.

## Bally Gaming receives approval in Ontario

Bally Gaming recently received approval of it application for gaming registration from the Gaming Control Commission in Ontario, Canada.

The approval was granted following a thorough review of the company's record of operations. The Las Vegas-based designer and manufacturer of reel-spinning slot machines, video gaming devices, and slot information systems is now licensed in more than 40 jurisdictions worldwide including Indian tribal facilities.

# Varig appointed as carrier for Salex

The organizers of Salex, the South American industry show, has appointed Varig Brazilian Airlines as the official carrier of the show. Varig has arranged special travel packages for exhibitors and visitors at this year's event to be held at the Mart Center, Sao Paulo, Brazil, July 25-27.

Travel packages include air travel from most international locations and specially negotiated room rates at selected three-, four-, and five-star hotels. This special service is known as Interevents.

"The Interevents program offers unbeatable rates for both airfares and hotel accommodations and includes an additional excess baggage cover," said Varig's Carla Valerie da Silva. "The system is also very simple. All the attendee has to do to make their travel and accommodation arrangements is consult their own travel agent or deal direct with the local Varig office quoting the Interevents special number CGE3 5889."

Sample prices quoted for airfare and a three- to five-night stay ranged from $1,300 to $1,600. "The appointment of Varig as the official carrier is an important stop forward for Salex, not just for exhibitors and attendees from other continents but for operators and distributors throughout South America."

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Mayoni Enterprises

# Fond farewell to Franz Van Malder

Industry members are mourning the death of one of the most active and influential coin-op distributors in Europe, Franz Van Malder, known to those close to him as Meme.

Van Malder founded the National Music Co., which was classified as the number one distributor in Belgium, and Delbys SA, which became one of the largest distributors of food products in all of Europe. The 78-year-old industry veteran passed away on March 26 as a result of heart failure.

One of his closest associates in the business was Victor Haim of R.H. Belam, with whom he participated in many business ventures over their 50-year friendship.

Van Malder is survived by his wife Jeanne and his two sons, Nicky and Robert. Nicky has taken over the reins of National Music Co., and Robert resides in California, where he is an executive with Wrangler and a seeded tennis player.

# News update from Japan

Here's a quick look at industry developments overseas as reported in Japan's *Game Machine* magazine:

☛ The AOU Europe, which has become a major spring event, was held earlier this spring in Makuhari Messe, Chiba, Japan. A large number of new games were shown with computer graphic videos being the major focus.

☛ At the AOU Sega Enterprises announced the development of the new Model 3 computer graphics board and said it will ship its first software, *Virtua Fighter 3,* in July. Other companies exhibiting included Namco, Taito, Jaleco, Tecmo, Konami, and Capcom.

☛ With the development of its new Model 3 computer graphics board, Sega Enterprises also announced that it has been licensing its Model 2 CG system to Data East, Jaleco, and Tecmo. According to Sega, "If the video game development is monopolized by one or two companies, a general deterioration in quality may result hampering the trade's development."

☛ Namco has opened the new arcade, Shanghai Namco Play World, within Asia's largest department store, Shanghai Yaohan No. 1 Department Store. The opening was handled through the company's local subsidiary Shanghai Namco.

☛ Sega Enterprises has developed a new interactive simulator ride, *Aquanova,* which will be featured at its new amusement theme park Fukuoka Joypolis. The new park opened last month.

## GTI show set for summer in Taiwan

GTI (Game Time International) Expo '96 will be held June 29-July 1 at the Taipei World Trade Center, Exhibition Hall B, in Taipie, Taiwan.

The show is geared for companies interested in or currently doing business in the Asian amusement industry. Drawing both exhibitors and visitors from all over Asia, the show promises to be Taiwan's premier industry event.

In addition to show floor exhibits, GTI will feature seminars on China's developing amusement industry and trends in Taiwan's amusement market. The show is being sponsored by the Chinese Hi-Tech Amusement Machine Association and the publisher of *Taiwan Slot Magazine* and *Game Time International.*

## Tuning to distribute Data East in Europe

Tuning and Data East recently signed a contract for the distribution of the latter's video game product in Europe. Tuning will serve as an exclusive distributor with the exception of Neo Geo, which will be handled by SNK.

"We are impressed with the professional distribution Tuning provides to its customers in all Europe," said Hiro Seike, executive manager of Data East. "We believe in their contribution to this industry and Data East products."

Current Data East games include the basketball game *Hoops,* the 3-D fighting games *Avengers in Galactic Storm,* and the 3-D shooting game *Skull Fang.* Although it has not officially been unveiled, Tuning also reports that Data East is working on a 3-D polygon basketball game.

## International Calendar

**April 3-7**
TAE '96, World Trade Center, Kaohsiung, Taiwan. Call 886-2-746-6860; fax +886-2-746-6875.

**April 26-28**
WOAM '96, Warsaw, Poland. Call +48-22-467836; fax +48-22-467667.

**May 2-4**
World of Entertainment '96, Prague Exhibition Center, Prague, Czech Republic. Call +42-2-2491-1681; fax +42-2-2491-4249.

**May 7-9**
3rd Asian Amusement Expo (sponsored by AAMA and IAAPA), Hong Kong Convention & Exhibition Centre, Contact W.T. Glasgow Inc., (708) 333-9292; fax (708) 333-4086.

**June 4-6**
African Amusement & Attractions Expo, Gallagher Estate, Midran, South Africa. Call 27-11-463-2802; fax 27-11-463-6000.

**June 6-8**
4th Expo Diversiones, Guadalajara, Jalisco, Mexico. Call 52-3-614-3015; fax 52-3-615-1483.

**June 29-July 1**
GTI Expo '96, Taipei World Trade Center, Taipei, Taiwan. Call 886-2-760-7407; fax 886-2-762-3873.

**August 7-8**
EXIME, Mexico City, Mexico, Contact W.T. Glasgow Inc., (708) 333-9292; fax (708) 333-4086. ▲

South American Amusement Leisure Exhibition

# Salex

Mart Centre, Sao Paulo, Brazil

25th - 27th July, 1996

The 18th Annual Bob Nims Golf Classic was great fun for all who participated.

# A working holiday in PUERTO VALLARTA

***In a move signaling a new approach to industry decision making, AMOA president Randy Chilton invited members of the coin-op trade press to the association's board meeting, held this year in Puerto Vallarta, Mexico. Associate editor Steve White drew this tough assignment, and here's the report he filed upon returning.***

STEVE WHITE

The first signs you've left the country are the immigration and customs forms handed to you as the plane takes off from Houston, and once you're on the ground in Mexico there's a heavy-handed feel of government bureaucracy at work despite the lush surroundings. Thank goodness for friendly faces, I thought, as I stood in line waiting to get my tourist card stamped. Manley Lawson of Florida loaned me his pen to put the finishing touches on my forms, while Dale Lazar of Pennsylvania and Phil Elum of Ohio milled around in adjacent lines.

# LEAGUES AND TOURNAMENTS

- ✔ Arachnid created the first soft-tip dart league format in 1977.
- ✔ 16 state regional tournament circuit throughout the US.
- ✔ $250,000 BullShooter World Championship tournament tour.
- ✔ $100,000 ten-event BullShooter Finals.
- ✔ Automatic calculation for NDA "SPRE" and points per round.

# PRODUCT AND TECHNOLOGY

- ✔ The leader in modem-based communications between office computers and route equipment.
- ✔ Dart, hattrick, triple, win, bust and coin-op sound selection
- ✔ Operator selectable features without flipping switches
- ✔ --Automatic player change
- ✔ --Single/double bullseye
- ✔ --Missed dart detector
- ✔ --Coins per credit

# GALAXY

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THE COMPLETE SYSTEM

Voted by AMOA in 1993 1994 1995

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- ✔ Software Bulletin Board and
- ✔ Tech Tips Newsletter

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- ✔ Exciting new games --
- ✔ Wild Card Cricket
- --Cricket with a Surprise
- ✔ Bermuda Triangle
- --A Game You Can Get Lost In
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Puerto Vallarta was something of a last minute pick for the board meeting, president Randy Chilton explained, after the first choice in the Caribbean was devastated by a hurricane. Chilton said there had been some initial resistance to taking the meeting out of the country, but by the time the first evening's social got started under a blazing sunset the skepticism had faded.

The harbor town sits at the foot of a mountain range, which soars into a mist-laden sky, providing a geographical counterpoint to the torrid beach scene that rings the surrounding bay. Merchants dressed from head to toe in austere whites roam the beaches selling their wares to sun-worshipping visitors. What a perfect place, removed from the hustle and bustle of everyday business, for making the clear-headed decisions necessary to guide AMOA to a successful future.

## THURSDAY, MARCH 28

This is the first day of business meetings for most; only members of the executive committee had sessions on Wednesday. The industry standardization committee, chaired by Frank Seninsky of New Jersey, is my first stop. I came with questions about the much-touted plan to include parental advisory icons in game software (reached in 1994 by the full committee that includes members of AMOA and AAMA) and left with some interesting answers.

"We ran into a major problem," explained Seninsky. "We found out the icons had to be copyrighted. We're at the point were somebody has to come up with icons."

In fact, the main problem is not the cost of copyrighting icons, but conducting several copyright searches. The actual task of putting icons, or any sort of parental advisory, into a game's attract mode is technologically simple. However, the issue has become critical with other forms of electronic media submitting to ratings plans and Florida legislators beginning to ask questions about regulating video content. Committee members said that even without icons, some form of advisory language should be included by manufacturers.

"There's a roadblock with the icons," said Bill Beckham of Ohio. "Let's get rid of that. I say let's just get the manufacturers to square one."

Without taking some formal steps, a government crackdown, particularly on the state or local level, would be even harder to deal with, the committee concluded, resolving to re-approach manufacturers about including some form of notice in new games. "You become a little miffed from lack of action," AMOA government relations chairman Gene Winstead of Minnesota said later. "We on the front lines know this is real."

The standardization committee also discussed ongoing talks with the Underwriters Laboratory about getting approval for currently unlisted games, or games that have been modified through service and repair.

"There is no method for us to get an approval on those games, except take it back to the manufacturer, which is very costly, most likely prohibitive," said Seninsky. "The people at U.L. are willing to comply and let operators become trained technicians who have the right to put stickers on games."

**Top photo: AMOA president Randy Chilton (c) talks with Norm Pozner of Colorado (l) and past president Bob Nims of Louisiana.**

**Above left: Don Hesch of Ohio (l) visits with past president Craig Johnson of Utah and his wife Jana.**

**Above right: Finishing second in the golf tournament, (l-r): Karen Nagel and Frank Seninsky of New Jersey and Violet and Glenn Anderson of Hawaii with their son.**

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# GOIN' ROLLIN'™

Next on my agenda was the marketing committee, started two years ago by former AMOA president Tami Norberg-Paulsen, and this year's meeting proved to be a wellspring of exciting and controversial ideas.

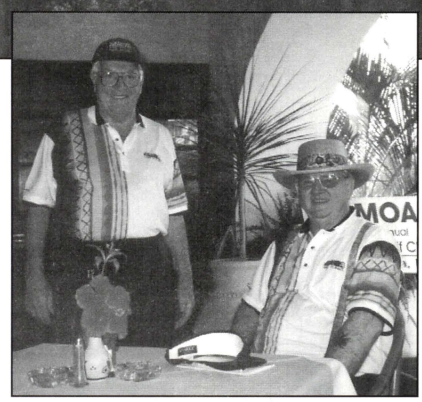
Up for discussion were two proposals by Beckham. The first would create a new AMOA membership classification for players; the second would allow the general public to attend the AMOA Expo on the last day, much like the JAMMA show in Japan. Beckham said the goal was to generate more interest in the trade show and create a larger representation base for lobbying efforts. In conjunction with a new membership classification, AMOA would also hold competitive tournaments for players who attended the trade show.

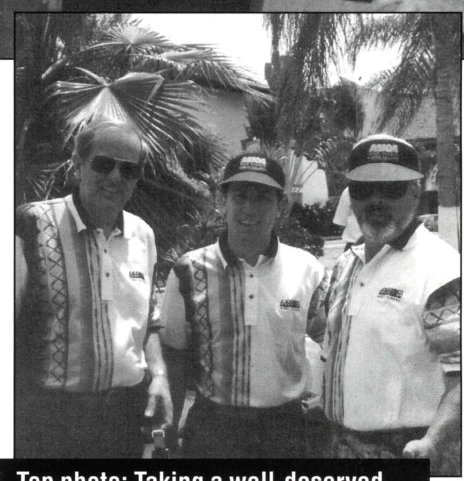
While liability issues would apparently prohibit an open-for-the-public show, a new membership classification met with some enthusiasm from the marketing committee. "That would be a far-reaching change but I think it's do-able," said Chilton, who directed the committee to work on the project between now and Expo '96 in Dallas, provided the membership committee approved the measure. However, that may be no easy task.

When membership committee chairman Glenn Anderson introduced the measure a few hours later, it met with a chilly response. "I don't see what the benefits are to operators," commented Lazar. "It makes it more difficult for us to interact with manufacturers. If we want more bodies on the show floor let's get operators, not players."

Randy Flowe of South Carolina suggested a possible compromise: let operators issue a certain number of player passes to the trade show if they so desire. "There's got to be some middle ground," he said. "I just think it needs a lot of work to find that middle ground."

Taking into account the atmosphere of ambivalence, Anderson suggested that Beckham prepare a position paper in support of the move and solicited another in opposition to the move from one of the membership committee members. Anderson also sought out volunteers to compile a committee handbook that would detail objectives, membership benefits, a member profile, history of the committee, study of dues structures among other associations, the committee budget, and a working calendar.





**Top photo: Taking a well-deserved break, (l-r): AMOA's Laura Olson, Howard Harkins of Iowa, Mike Leonard of Michigan, Lee Wesson of West Virginia, and Rich Holley of Florida.**

**Above left: A couple of industry vets relaxing after the golf tournament, Bob Nims of Louisiana and Dock Ringo of Texas.**

**Above right: From left: Jim Stansfield of Wisconsin, Gene Winstead of Minnesota, and Gene Urso of Wisconsin.**

Another idea raised during the marketing committee that came under fire in a later meeting was an attempt to prohibit seminars during show floor hours. While Chilton as association president said he was trying to accommodate show exhibitors, he sympathized with critics of the idea on the education committee. "I've worn both hats and am sensitive to the constraints I'm putting on you," said Chilton, former chair of the education committee.

Education committee members questioned whether the move might negatively affect operators attending the show, and ultimately a compromise was reached. All seminars will end at noon. Committee chair Lee Wesson of West Virginia said a field trip, taking in a large laser tag facility and Dave & Buster's, would be held on the first Thursday of the show, and a seminar focusing on international sales for manufacturers and distributors is scheduled for the Wednesday before the show. The committee also discussed a motion that would charge non-members $15 per seminar.

However, two final motions that passed out of the marketing committee met with success across the board—a 25 percent discount for new exhibitors and the elimination of the distributor

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MIDWAY SPORTS™

***"I just wonder where we would be without government relations. I think there would be a lot more laws and regulations affecting our industry."***

hour. The former was amended by the trade show policy committee, which voted to extend the same discount to previous exhibitors for any additional booths they reserve, in an effort to avoid alienating longtime exhibitors. "But we've got to use that discount to go out and recruit new people," noted Beckham, who proposed the idea.

Following the trade show committee, which also voted to lift a ban on cameras on the trade show floor, I headed across the street to the Marina Vallarta Club de Golf for the Annual Bob Nims Golf Classic. Thanks in no part to my own effort, and in large part to the unique scoring system devised by Nims and the talented three iron play of Mark Levine of Massachusetts, the team of White, Lazar, Levine, and Tony Parina of California finished in third place. Congratulations to my teammates and all the other winners.

**Above: Third place winners in the Bob Nims Classic, (l-r): Tony Parina of California, Mark Levine of Massachusetts, Play Meter's Steve White, and Dale Lazar of Pennsylvania.**

**Right: Ralph Ceraldi of New York shares a laugh with AMOA's Kim Rundle.**

## FRIDAY, MARCH 29

It was up and at 'em early again on Friday, this time at the state association committee meeting, where chairman Bill Treger reviewed the success of this year's Council of Affiliated States meeting in Las Vegas. In an attempt to save money, Treger also proposed a change of scheduling for the meeting that would cut down on the social events while preserving the meeting time.

The committee also discussed the need for a speaker at their Expo '96 luncheon, and passed out assignments for contacting states that are not currently organized and encouraging them to participate. "That is the whole focus of this committee," said Treger. "If we can achieve that we can have a stronger association and industry." Treger also encouraged state association members to offer help to public officials in the form of providing games or jukeboxes for fund-raisers. "Whatever you can do as long as it's not controversial."

My next stop was the jukebox promotion committee, headed by Jim Hayes of Ohio, who said that funding was down this year, although some of that loss would be offset by carryover monies from last year. Hayes also recapped the committee's recent meeting in Cleveland, where attendees visited the Rock 'N Roll Hall of Fame. But the big item on the agenda was updating the outdated version of AMOA's jukebox operator handbook to reflect changes in technology and the marketplace.

Committee members also discussed the establishment of a fax network for disseminating articles focusing on the jukebox industry and the need for developing technology so that operators can easily retrieve data from their jukeboxes via computer. In addition, the committee decided to focus on marketing, as opposed to service, during its amended seminar schedule at the fall trade show. Changes in the seminar schedule reduced the number of jukebox seminars from two to one.

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***"The goal of letting players join the association would be to generate more interest in the trade show and create a larger representation base for lobbying efforts."***

Before wrapping up, Hayes reported on the committee's newly retained consultant Diamond Time, which will be charged with contacting music companies and seeking out continued promotional opportunities between the two industries. Hayes said the committee is also seeking to update the all-time top 40 jukebox hits and suggested using the soon-to-be-ready AMOA Web page as a possible venue for polling the public as a promotion.

The last committee to meet for the day was the International Expo Attendee Task Force, which approved motions to change the name of the show to the AMOA International Expo and suggested opening up the international luncheon if the association can find a sponsor.

Friday morning's meetings were followed by an outdoor luncheon, and then it was on to a press briefing on government relations issues held by Winstead, Seninsky, AMOA government relations manager Laura Olson, Marion Paul of Florida, and Doug Gapter of Wyoming.

Leading the agenda was the question of jukebox copyright licensing, which is currently static until 1999. However, the National Licensed Beverage Association has recently negotiated a deal that would exempt television and radios in small locations although it still requires Congressional approval. "We like the word exemption; we would like it broadly applied to us," said Winstead. "We don't know if that legislation will move forward." While AMOA has taken no formal position on the proposal, other reformers such as the National Restaurant Association have sought exemption for larger establishments and fee disclosure by the licensing societies.

Dollar coin, according to AMOA representatives, appears stalled, and Olson said that a new approach would be necessary to restart momentum on the issue. "Obviously, there needs to be some outside stimulus to get this issue going," she said.

One place where that momentum could come from is the industry liaison

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subcommittee. Overseen by Seninsky, the group aims to broaden influence by combining the forces of different associations when their interests are similar. Seninsky said he will work with domestic and international associations on issues as diverse as dollar coin, redemption and the law, and rider/player responsibility. One of the goals is an inter-industry conference in Washington to lobby for reforms.

Other issues touched on were business regulation, proposed tobacco regulation, a move to study gaming on the national level, and the recently-passed telecommunications bill. After 18 months as head of government relations which is seen by many as a key benefit offered by AMOA, Winstead said there have been a number of both gratifying and frustrating experiences. "I just wonder where we would be without government relations," he said. "I think there would be a lot more laws and regulations affecting our industry on the books."

## SATURDAY, MARCH 30

President Chilton kicked off the full board meeting with good news: through the help of Dock Ringo of Texas the association will probably get written assurances from the mayor of Dallas that gaming machines and card games can be exhibited.

He also praised the organization of committee chairs, and finished his report with a letter from past president Norberg-Paulsen sending her regrets for missing the meeting because of illness.

Following the president's message, committee members gave their respective reports to the full board, detailing the progress that had been made over the previous two days. Kenny Price of West Virginia, who was unable to attend the meeting, sent in a report suggesting that the NDA singles event be rotated to different venues while Team Dart remain in Las Vegas.

As the proceedings came to a close, it was clear to me that despite some fears of a shrinking industry AMOA is an association in good health. Its leadership represents a broad spectrum of industry experiences, each with its own biases, but as they come together those differences are assimilated, not magnified, in service of the association as a whole. The drive to maintain the trade show's health and the attending conflict between exhibitor and operator interests had been resolved in an amicable compromise, and the association was now able to move forward with new and positive programs.

Amazing that all that serious contemplation, work, and debate could be going on under the tropical skies of that beachside paradise. My compliments go out to president Chilton for a wise choice of venues and his deft handling of sensitive issues, and my warmest regards are extended to my AMOA friends, new and old. Many thanks for a fun and enlightening time. See you in Dallas. ▲

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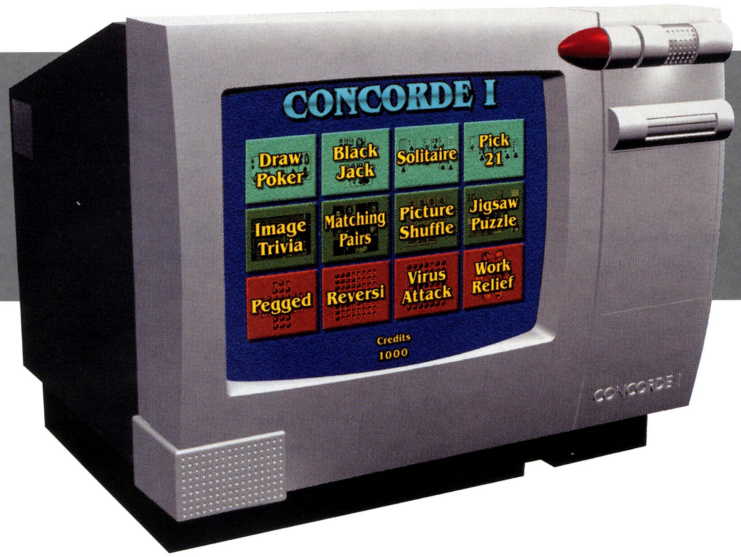


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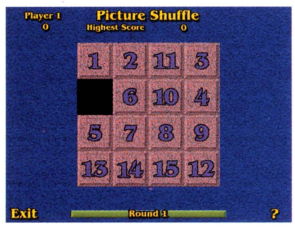

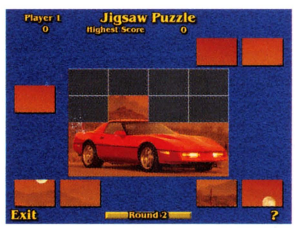


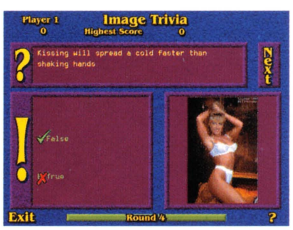


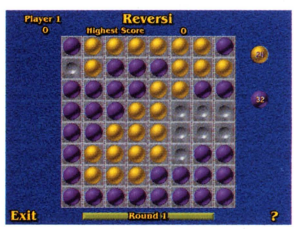


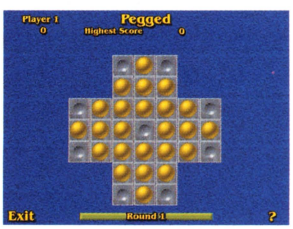


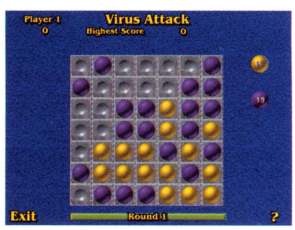


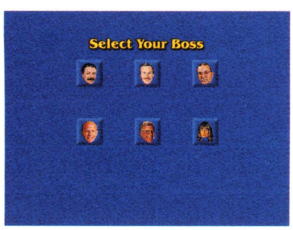


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Smart prides itself on being loyal to the principal that customer satisfaction is the primary focus. The company works with operators and consultants to improve the product line and to keep cash boxes full.

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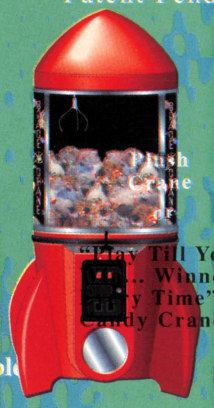


## New 1996 Models

**Versions:**
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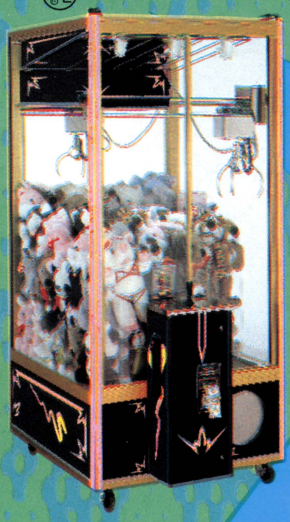

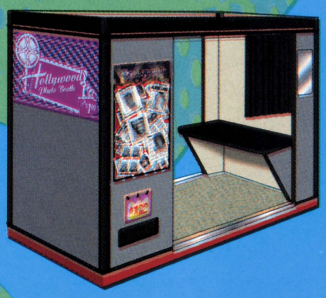

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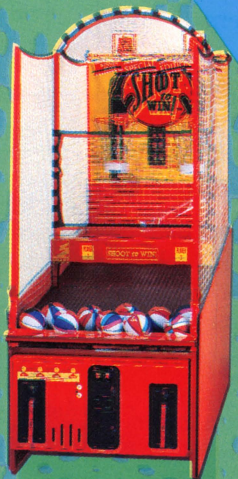

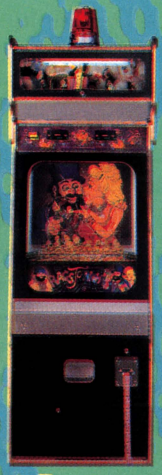

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## New developments

There are many exciting developments underway at Smart's 95,000-square-foot facility in Des Moines, Iowa. In the past year all research and development, electronics, and software has been done in house. The engineering department is the largest it has ever been with two software engineers, two electrical engineers, two industrial engineers, four drafters, and six mechanical engineers.

"One of the biggest benefits of being a mechanical engineer at Smart is using state-of-the-art design tools to produce solid 3-D models, so the end product is a more refined, polished part than you could get otherwise," noted Brad Mcavoy.

These resources, plus creativity and a deep understanding of the business are what Smart credits with its unequaled line of redemption games, like *Big Bertha, Rags to Riches, Shoot To Win, Turf Wars,* and *Goal Shot* to name a few.

Software engineer Mohammad Hasson notes that Smart is always searching for new ways to keep distributors informed. He explained, "Smart has taken technology and integrated it into its business by getting on line. This year is going to be a great year for Smart. We'll be involved in new projects, games, and concepts and by being on line we will be able to send out bulletins right away."

**"Our goal in a nut shell is to meet all of our customers' demands."**

Technology also plays an important part in production and quality control. "In November 1995, as an enhancement to Smart's business system (MRPII), the company implemented Shop Floor Control. It has been beneficial in planning and controlling priorities and capacities in production, creating an efficient and cost effective material flow through the factory, achieving planned output, and meeting due dates," plant manger Darrell Hurst told us.

He added that this system and others which are planned will allow Smart to become more cost effective in production and enable them to have better control on inventories, thus quality product at even more competitive prices.

During the past six months, Smart has implemented a Quality Improvement Team comprised of people from various departments. Their directive has been to identify any problems areas from the production process and quality control to game functions and cosmetic defects.

Top left: From left: Jimmy DuPree (vice president of product development), Scott "Guy" Tenson (graphic illustrator), and Jennifer Carter (advertising coordinator). Bottom right: Marty Shelton, vice president of corporate sales

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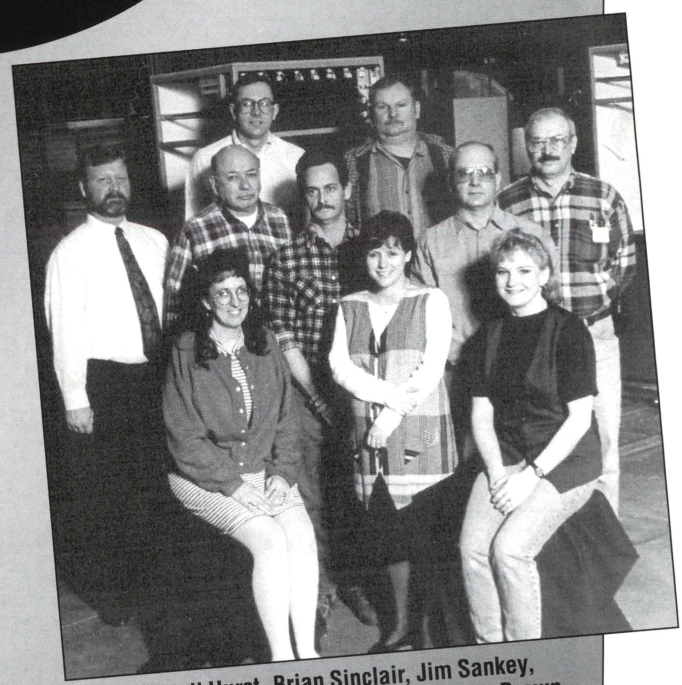
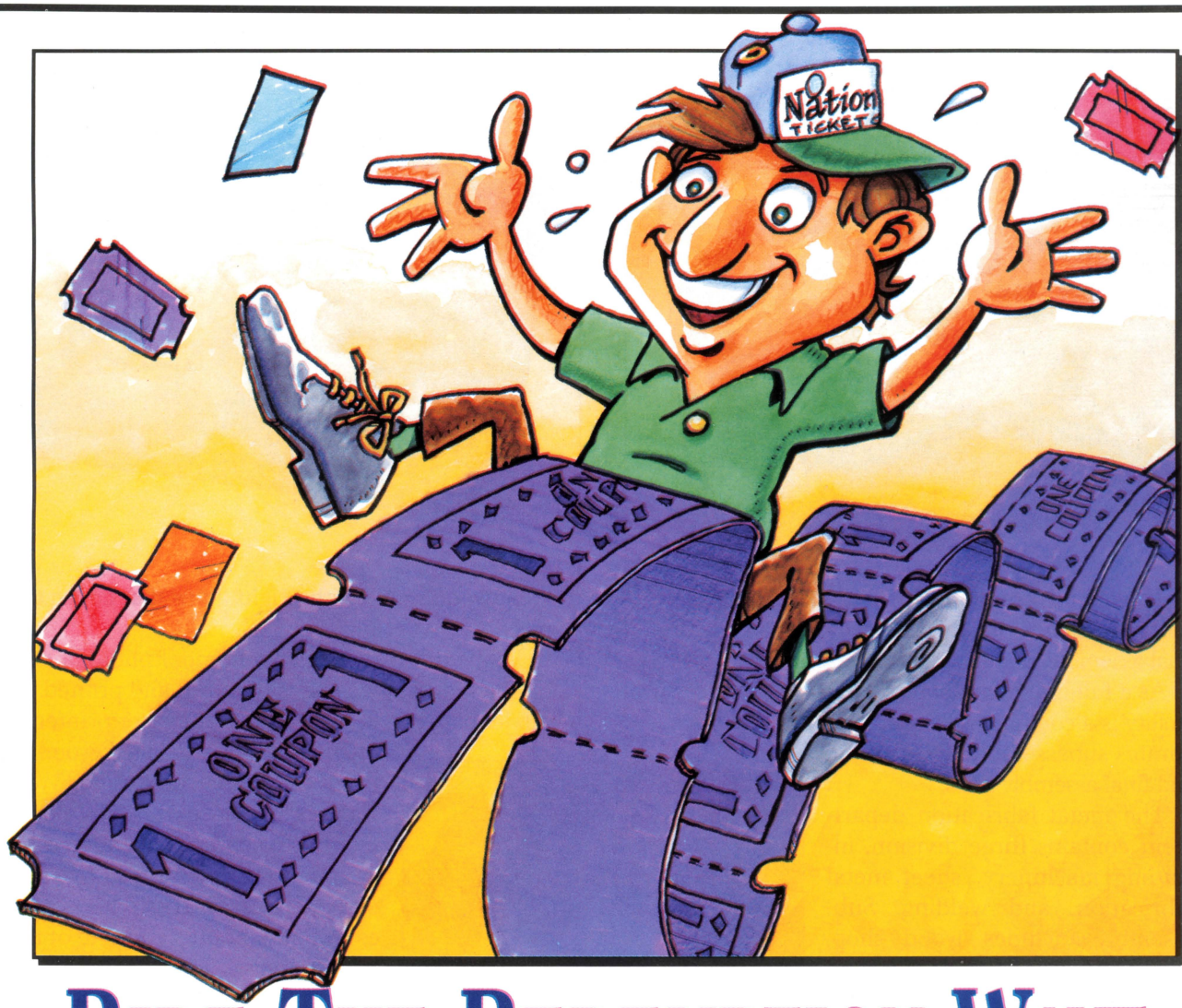
In purchasing and customer service are, (l-r): Allean Barton, Merle Higgins, Henry Schuhmacher, Sharon Knight, Jeanie Delong, Mary Patterson, Jim Hardenbrook, and Stacie Hanson.

**"The Smart Industries innovative team has gained a reputation for outstanding leadership in the coin-op business."**

In engineering: back row, (l-r): James Chitty, Alan Gray, and Ron Stearns; center row, (l-r): Mohammad Hasson, Larry Rinehart, Dan Bredbeck, Sergey Gritsenko, David Bartholmy, Chris Bruner, Brian Harmon, Darryl Dixon, and Brad Mcavoy; kneeling, (l-r): Bryan Pham, Shirlee Johnston, Wei Tsai, and Rodney Serbus; and front row, (l-r): John Laughlin, Tony Khanarhounkhonk, Carla Estermann, Robert Hunter, and John Stumme.

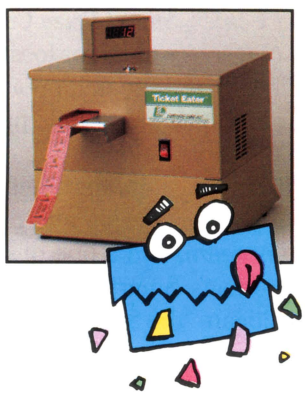


Back row, (l-r): Darrell Hurst, Brian Sinclair, Jim Sankey, and Doby Dinkov; center row, (l-r): William Ball, Jim Brown, and Ron Davidson; and front row, (l-r): Dee Hoffman, Sherry Tow, and Juli Pegeest.




# RIDE THE REDEMPTION WAVE WITH NATIONAL TICKET!

**Count on National Ticket Company for machine-issued tickets for *all* of your redemption games. Stock "1 COUPON" tickets are available for *immediate* shipping. We can also design a ticket *just* for you with your logo and exclusive copy. *You'll always win with National tickets!***




***The Ticket Eater™!***
**Don't forget to ask about Ticket Eater, our ticket counter/shredder. Counts and shreds 13 tickets per second.**

National TICKET CO.

**Home Office**
National Ticket Company
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**ORDER DEPARTMENT**
**1-800-829-0829**
**TOLL-FREE FAX**
**1-800-829-0888**
Other Information 1-717-672-2900
Int'l Fax 1-717-672-2999

The team is credited with a 15 to 20 percent reduction in quality discrepancies noted by the final assembly Quality Control personnel.

As a full-line manufacturer, Smart's production facility is a complete self-contained unit that incorporates subassembly, fabrication, and final assembly lines.

The metal fabrication department contains three division, including machinery, sheet metal fabrication, and welding. Subassembly includes wood shop, paint and formica, wiring, glass and plastics, pre-wiring, and a crane department, which constructs the crane mechanism for the Clean Sweep Cranes.

Smart Industries takes special pride in its parts and technical service departments. The service department has a reputation for prompt responses and troubleshooting over the phone. The parts department, in most cases, is able to send replacement items the same day.

## The newest products

We've talked a lot about the foundation of Smart, its people, technology, and resources. Now for the good part: the games that are the final product of everything working together. At the recent ACME show in Orlando, Fla., we saw a new dimension to Smart's product line, the Holly Wood Photos photo booth. Its attractive exterior of silver-gray and an almond colored interior will complement just about any location. It's hard to pass by the Hollywood scene with bright lights that adorn the piece.

While there have been a number photo booths on the market, this one is digitized and printed on ink jet paper by a black and white laser printer. It includes six creative backgrounds, from the humorous Wild West wanted poster to an up-to-date monthly calendar. The video camera takes four pictures in five second intervals. The customer chooses from the photos and one of the backgrounds.

Chris Bruner, software engineer, said, "The cost of computers has dropped drastically and this will allow Smart to integrate high speed technology in future products. This photo booth is one of those exciting breakthroughs, allowing you to take high-resolution, digitized pictures and print them quickly at far lower cost than using traditional film."

Other new products include the *Space Crane,* new *Clean Sweep* crane models, and *Goal Shot.* In addition, Smart's line of Smart Centers, which include the *Smart Ticket Center, Smart Prize Center,* and *Smart Redemption Center,* are ideal for locations that are unattended. These units create opportunities to convert space or add space for a redemption center when one wasn't feasible before.

With the most modern technology, a winning design and development team, and a line of superior products, Smart truly lives up to its slogan, "the Smart choice for all your family entertainment needs." ▲

**Top Left: From left: Deb Scarlett (accounts receivable), Norma Weida (payroll), Bill Maffucci (human resources), and Stephanie Tipton (accounts payable). Top Right: From left: Marty Shelton, Ray Heister, Casey Campbell, and Mike Smith. Bottom Left: Lisa Stamper (l) and Phyllis Culver.**

An Electrifying 5 Card Poker Game From Pal

# MAJOR POKER

## CARD FEVER

If You Draw 3 Of A Kind With Aces, Threes, Or Sevens, 10 Fever Spins Are Awarded. Draw 4 Of A Kind And Win 15 Fever Spins.

## NUMBER WINDOW FEVER

If A Winning Hand Is Achieved, The Number Window Will Begin To Spin. If Three 1's 3's or 7's Appear In The Number Window, 10 Fever Spins Will Be Awarded. If Four Of Any Other Number Appear In The Number Window, 5 Fever Spins Are Awarded.

Video Screen Colors Can Be Changed To Coordinate With The Arcade's Color Scheme. Colors Available Include Red, Blue, Orange, And Others.

Operator Adjustable Features Include Number Window And Video Dealer

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Equipment Catalog

# Redemption

Growth, of an unprecedented nature, has characterized the redemption market over the last three years. Young companies continue to sprout up with fresh ideas. Longtime companies dedicated to this category of games constantly add new titles to their list of venerable crowd pleasers. Investors monitor the marketplace carefully. Domestic sales lag, but the international arena is new territory ready to be explored.

What's the bottom line on redemption today? To find out we canvassed 43 companies that figure prominently in the field of redemption. They provided an overview of their operations, complete with product listings and candid opinions, to bring us all up to date on available product and the state of the redemption market. For your convenience, there is a handy alphabetical guide to companies and their products at the end of this special section, as well as a list of prize merchandise suppliers.

REDEMPTION BOOK R8
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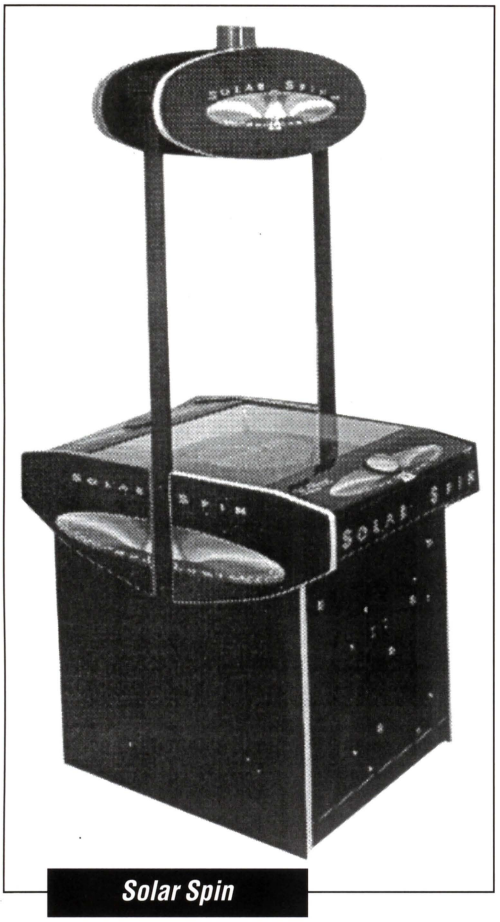
ORIENTAL TRADING COMPANY, INC.
Phone: 1-800-228-8884
FAX: 1-800-228-1002
TAKING YOU INTO THE FUTURE

# Acclaim Coin-Op rolls out new game series

Pitch It




Solar Spin

Acclaim Coin-Op, the combination of two arcade game divisions of Acclaim Entertainment Inc., recently debuted several new redemption games to add to a long list of successful titles known first under the Lazer-Tron Corp. name.

Parent company Acclaim Entertainment is a leading publisher of software for home game systems, personal computer and CD-ROM hardware systems, and comic books. Acclaim also operates blue screen and motion capture studios, as well as Acclaim Distribution Inc., a global sales and distribution company for products from a variety of entertainment publishers. Acclaim Entertainment turned its attention to arcade products two years ago and acquired Lazer-Tron in August, 1995.

The merger places Acclaim's Tom Petit as president of Acclaim Coin-Op. Principals in the novelty/redemption game area include Norm Petermeier, Matt Kelly, Bryan Kelly, Ron Carrara, Brian Duke, and Kelly McDonald.

The novelty/redemption team has been responsible for such hits as *Aftershock, Bank It, Ribbit Racin', Super Bank It I* and *II, Spin To Win, Swamp Stomp*, and *Spin-to-Win*. New entries include *Pitch-It*; a classic rendition of the penny pitching game; *Safari Roll*, a roll-down; *Solar Spin*, a two-player video skill-stop game; and *Speed Bag*, a sports game.

**Current Products**

- Aftershock
- Awesome Toss 'Em
- Jungle Rama
- Miner's Revenge
- Pharoah's Fantasy
- Pirate's Gold
- Pitch It
- Ribbit Racin
- Rollin' for Riches
- Safari Roll
- Solar Spin
- Speed Bag
- Spin To Win
- Super Bank It II
- Swamp Stomp
- The Wave
- Wheelin-N-Dealin

Acclaim's Matt Kelly had these comments on the market for redemption product: "The redemption business in the United States is currently sluggish for manufacturers, due to some overexpansion in certain markets. The market is becoming much more selective to product and is entering a more mature part of its life cycle. Internationally, we are in a period of large expansion in which U.S. products are still very popular."

Kelly and his co-workers base their decisions on a company philosophy he describes as "providing the highest quality, best-earning games to the widest possible market, while servicing our customers as we like to be serviced."

This follows the line of thought of Rob Holmes, president of Acclaim Entertainment, who said at the merger of Acclaim's two arcade divisions: "Lazer-Tron is an experienced leader in the redemption industry with proven expertise in manufacturing and operations, and with a history of excellent customer service. We feel those qualities, combined with Acclaim coin-op's developmental resources and cutting-edge video and audio technologies, position Acclaim as a powerful force in the arcade market for both video and redemption products."

The company occupies a 12,800-square-foot building in Mountain View, Calif., and another 43,400-square-foot facility in Pleasanton, Calif. The phone and fax are, respectively: (415) 528-2100; (415) 528-2185. ▲

# SOLAR SPIN

## NEW from LAZER-TRON

### Solar Spin is Hot, Hot, Hot!!!

Players won't be able to resist the chance to win a progressive jackpot of hundreds of tickets! This two-player video skill stop game gives players one shot to stop the spinning light on the jackpot slot.

**SOLAR SPIN FEATURES:**

- Awesome graphics and special effects
- Built-in progressive jackpot
- No moving parts
- Kits will be available for new games in this cabinet
- Fully Operator Programmable
- Instant Win Prize Feature allows operators to program machine so players can in one game win prizes such as gift certificates, stuffed animals or even a bike!

INSTANT WIN PRIZE FEATURE BUILT IN!

Weight: 300 lbs.
Size: 38"L x 27.5"W x 70"T
U.L, E.C, and F.C.C. approved
Patents and patents pending:
#5,292,127, #5,318,298, #5,409,225

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LIGHT YEARS AHEAD!

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Lazer-Tron is a wholly-owned subsidiary of Acclaim Entertainment, Inc.
For more information contact: Acclaim Coin-Operated Entertainment, 2593 Coast Avenue, Mountain View, CA 94043 • Phone: (415) 528-2100 • Fax: (415) 528-2185
Acclaim Coin-Operated UK, Moreau House, 112-120 Brompton Road, Knightsbridge, London SW3 1JJ • Phone: 011-44-344-5000 • Fax: 344-5040
Lazer-Tron, 4430 Willow Road, Pleasanton, CA 94588 • Phone: (510) 460-0873 • Fax: (510) 460-0365

# Seidel turning its sights on coin drop

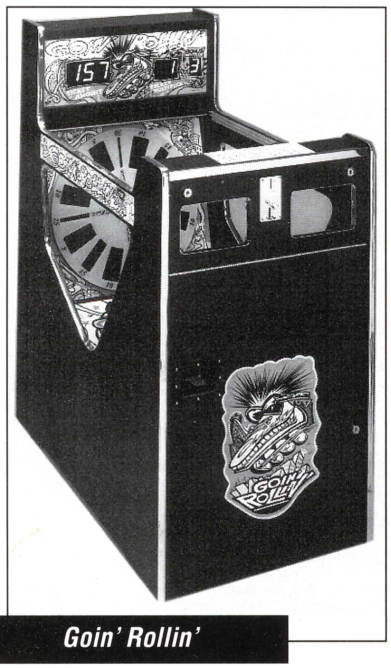
**Current Products**
- *Smokin' Token*
- *Goin' Rollin'*
- *Lite A Line*
- *Quackers*
- *Dino Roll*
- *Pokereno*
- *Twenty-One*

When the roll down redemption experts at Seidel Amusement Machine Co. in Albuquerque, N.M., turned their sights on coin drop games last year, they did so with a vengeance, producing the hit game *Smokin' Token* at ACME '95.

Operators and distributors alike raved about the game, and this year they followed that success with a sequel game, *Goin' Rollin'*, with a new in-line skate theme. Chief among the game's features is a Ticket Multiplier, which increases payouts every second miss.

The game also showcases a bonus feature that is activated when a coin jumps through one of the machine's four bonus slots. Players then have the opportunity to score consecutive bonuses in order to win progressive jackpots.

Company president Ed Seidel's roots in the business go back to 1943 when he was a kid operating redemption games with his parents on the New York seashore, and the company headed by he and his wife Phyllis now employs 20 people at a 13,000-square-foot manufacturing facility that is entirely self-contained, including sales, engineering, and cabinet making departments.



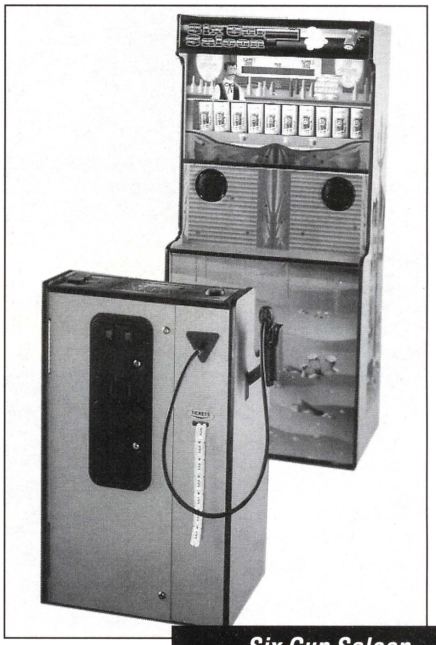
*Goin' Rollin'*

When asked about the future of the company, Ed replied: "There will always be a need for games with lasting appeal. Seidel will continue to meet that need just as it has for over 30 years."

While the focus has recently been on *Smokin' Token* and *Goin' Rollin'*, the company's stable of roll-down games also continue to do well.

For more information, contact Seidel Amusement Machine. Co., (505) 821-6878; fax (505) 821-6876. ▲

# CCI focusing on the concept of fun



*Six Gun Saloon*

Creating games that generate repeat play at local fun centers is the key to success in the redemption manufacturing business, according to Coin Concepts Inc.

"Redemption has always succeeded in mom and pop fun centers where attention to detail and personal customer service in running a business is paramount," said CCI's president Art Warner. "Today, many games that are available take money but provide little, if any, entertainment value to the players. Redemption will survive this down trend and consolidation period, and the survivors will be stronger and wiser."

Added Warner: "CCI's philosophy is to serve its customers, old and new, domestic and international, and to provide games to operators which profit from the fun."

CCI was founded in 1988, and the company is headed up by Warner, vice president of sales and marketing Gary Warner, vice president of operations Jeff Lankiewicz, and sales representative Michael Pszcola. The company's corporate facility, located in East Brunswick, N.J., measures 22,000 square feet and is comprised of a full parts and service department, production department, and sales and staff as well as executive offices. CCI currently employs 26 people.

For more information, contact Coin Concepts Inc., (908) 390-9009 or (800) 462-2646; fax (908) 390-3373. ▲

**Current Products**
- *Airruption*
- *Bouncing Bandit*
- *Circus*
- *The Dealer*
- *Dream Boat*
- *Froggy Jr.*
- *Gold Rush*
- *Home Run Hitter*
- *Lucky Lady Fortune*
- *Old McDonald*
- *Over the Rainbow*
- *Six Gun Saloon*
- *Splat-A-Rat*
- *Triple Play*

# Six Gun Saloon

## Profit From The Fun!

- Ticket Redemption Or Amusement Version
- One or Two Player Shooting Game
- Quick Mechanical Action
- Qualifying Bonus Round

| Dimensions: | Large Cabinet | Small Cabinet |
|---|---|---|
| Height | 73" | 39" |
| Width | 34" | 24" |
| Depth | 72" (adustable) | |
| Weight | 300 lbs. | |


**COIN CONCEPTS, INC.**
19 Lexington Avenue
East Brunswick, N.J. 08816
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1-800-462-COIN
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Call Coin Concepts today for the distributor nearest you.

# AGE comes to market with new crane models

Ft. Lauderdale, Fla.,-based crane manufacturer Advanced Games and Engineering (AGE) heads into the spring buying season with all new versions of its two standard models, the *Snack Attacker* candy crane and *Challenger* toy fill machine.

**Current Products**
*Snack Attacker*
*Challenger*

The company, which markets itself as the originator of the Winner-Every-Time crane game, was founded in 1991 and is owned by J.R. Fishman and David Hodge. AGE's 25 employees work out of a 10,000-square-foot manufacturing facility.

Fishman said the company's crane products just got better "with special accommodations for plush toys, and featuring improved win sensing, bigger capacity, easier servicing, additional security, and new attraction features." The changes are the result of input sought out from operators by AGE.

A key new feature of the *Snack Attacker* and *Challenger* is a larger 7-1/2"-square drop chute that will accommodate high-value plush toys or other large and unusually shaped prizes. The drop chute does not narrow so the full area is available for awards.

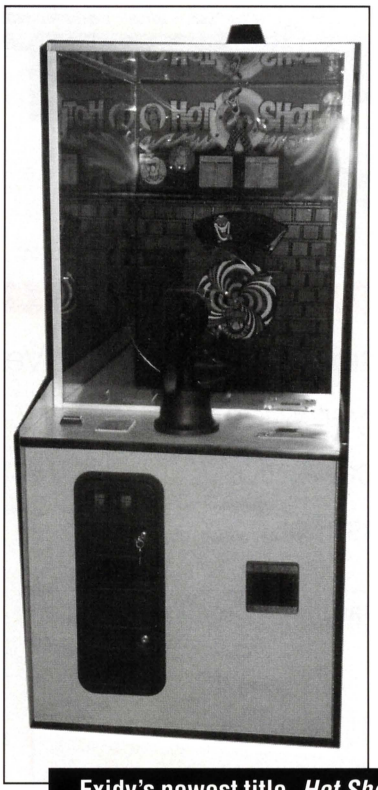
**AGE's *Snack Attacker***

Other new features include a full area win sensor to eliminate extra plays and prize duplication in the Winner-Every-Time mode, an increased fill area height of 13", an optional special claw to handle plush prizes, a lighted roof dome, a tilt sensor, and additional sound effects. In addition to major new machine features, AGE has also introduced 36"-wide versions of both cranes, which are available in three color schemes.

"Our satisfied customers have always been our best marketers, as the Winner-Every-Time concept has turned the crane from a low regard skill device into a next-generation bulk vending machine," said Fishman. "We have pioneered the redemption industry and bulk vending into one instant game, so that there is room for our product in every street and redemption center location in the world."

For more information, contact Advanced Games and Engineering, (305) 527-0907; fax (305) 527-0226. ▲

# Exidy shoots straight with gun gallery games




**Exidy's newest title, *Hot Shot*.**

"We've found our niche," explained Virginia Kauffman at ACME '96 as she introduced Exidy Inc.'s newest shooting gallery game, *Hot Shot.*

The follow-up to the well-received *Troll* and *Critter* has a simple object: shoot pellets at a rotating circle of characters in a midway-style game that features operator-adjustable timing and ticket payouts. Below the target area is a challenging bull's-eye that gives double tickets or a double score when hit. This part of the game is "more for adults" says Kauffman, who is happy to bring to the market a game that appeals to both parents and children alike.

Virginia and her husband Pete are the owners of the company that made its mark in the '70s with two-player interactive driving-themed videos such as *Destruction Derby* and *Death Race.* Next came *Mouse Trop, Rip Cord, Tail Gunner,* and *Chiller*, among other games.

But it was the gun video series *Crossbow* and *Cheyenne* in the early '80s that set the company on the path of shooting gallery games, a genre it has returned to with fervor. The company now focuses its attention on a redemption lineup. Exidy's *Whirleybucket* ball roller and 4 x 4 racing game are still doing well on location.

**Current Products**
*Critter*
*Hot Shot*
*Troll*

The Kauffmans live by a simple credo espoused by Pete: "Have fun at what you are doing every day and life is rewarding."

The company is located in Redwood City, Calif., in a 10,000-square-foot facility.

After 22 years in the industry, what's the Kauffmans' take on the industry today? "We are committed to offering entertaining games that have variety and value. We like the challenge of new ideas and we continue to listen to what the operator wants his business to represent."

For more information, contact Exidy, (415) 364-5201; fax (415) 364-5286. ▲

*Large 7 1/2" Square Drop Chute • New Win Sensor • Chute-in-Back Design and Built-In Tilt Switch • New Claw Action • Streamlined Cabinet • Larger Capacity • New Sound Effects • New Dome & Lighting*

# Alone at Last

## *Dozens of New Features That Put Snack Attacker and Challenger So Far Ahead...You're the "Winner-Every-Time"!*

We've added everything you ever wanted in a crane - more capacity, reliability, versatility, sound, security, machine colors...and profitability! See how AGE continues to revolutionize America's favorite amusement game for over a century.

**Three Vibrant Color Schemes**
"All-Steel/No-Steal" Housing! Optional Lighted Dome.

**Improved Profitability**
New Rear Win Chute. Full Chute, No-Miss Sensing. Hundreds of Merchandising Possibilities.

**New Dome/New Lighting**
No Food/Drink/Debris On Top, "See-Me/Play-Me" Lights!

**Streamlined Cabinet**
Sleek Lines, Larger Service Door Opening, Easy Interior Access with Storage. Recessed T-Handle.

**New Claw Action**
Full Perimeter Coverage and New Plush Claw Option.

**Chute-in-Back Design and Built-In Tilt Switch**
No Forward Tilt Cheating!

**New Sound Effects**
Shark Attack, "Post Time", Barker, Win Salute and more!

**New Win Sensor**
Full Chute Sensing from Smallest Candy Prize to Bulky Plush! No Free Rides Caused by Missed Sensing.

**Larger Capacity**
Taller, Wider, Deeper. Bigger Profit Load! 36" Wide Model Available for Plush or Candy.

Get the BEST by far! Go with AGE...researched, designed, tested and assembled for decades of play and profit.

**Large 7 1/2" Square Drop Chute With Door**
No Narrowing for Prize Sensing. Accepts High-Value Plush Toys and Odd Shapes!

U.S. Patent Number 5,397,134

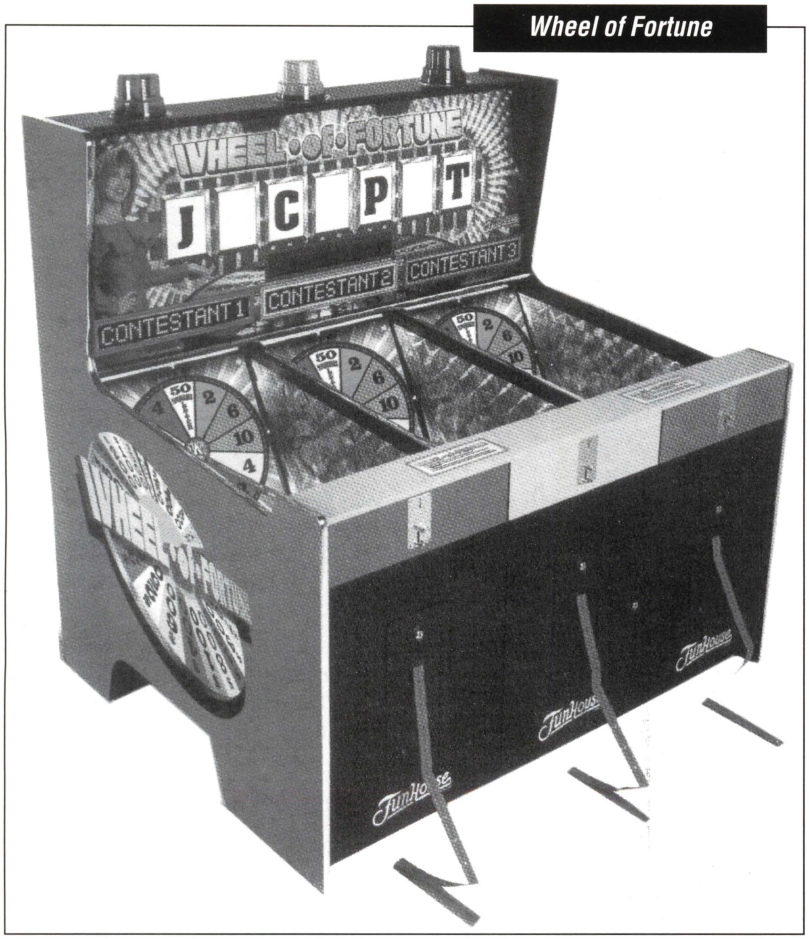
**Advanced Games & Engineering, Inc.**
1231 NE 8th AVENUE • FORT LAUDERDALE, FL 33304
Phone (954) 527-0907 • Fax (954) 527-0226

*Large 7 1/2" Square Drop Chute • New Win Sensor • Chute-in-Back Design and Built-In Tilt Switch • New Claw Action • Streamlined Cabinet • Larger Capacity • New Sound Effects • New Dome & Lighting*

# FunHouse Games: the newest addition to WMS

FunHouse Games may be a new name but the experience and reputation behind it is nothing short of impressive. FunHouse Games, a wholly-owned subsidiary of WMS Games, was established for the single purpose of designing and building the next generation of exciting, high-earning redemption games on the market.

Just to clarify, WMS Games also owns Midway Mfg. and Williams Electronics, which are responsible for the Williams and Bally lines of pinball games and the Midway line of video games.




**Wheel of Fortune**

With FunHouse Games, Williams is expanding into the redemption area and expanding the quality of redemption games in a number areas. Technological advances, such as *Wheel of Fortune*'s no moving parts, provide games that require less maintenance. *Wheel of Fortune* is also an example of redemption games that combine a strong license and entertaining game play. The combination grabs players' attention and maintains high collections in FECs.

Technology and the strength of licenses are examples of FunHouse Games implementing lessons it learned from Williams' half century of designing and manufacturing an assortment of games. With the Williams, Bally, and Midway lines of pinball and video product, the company has been responsible for numerous innovations that have helped shape the industry.

FunHouse Games is headed by Marty Glazman, whose industry history goes back about 20 years. His insight into the industry is thought-provoking. We asked him why this new division, FunHouse Games, was born. We also asked him about the redemption business in general.

In answering he stressed that the question we all must ask ourselves is, what business are we really in? "We are in the entertainment and the fun business," Marty began. "We are not in pinball, video, redemption, or any other specific game. If the railroads would have claimed to be in the transportation business, they would probably own the airlines today. Instead, they said they were in the railroad business and when railroads were replaced with other forms of transportation, many railroad companies died."

He continued, "There's no question that redemption has matured. It went through a tremendous growth phase and now it's a solid part of the mix at FECs. It's not going away. If you need more proof talk to the people who make tickets and merchandise. Their business has never been better.

"But the major growth spurt has stopped because the expansion of FECs has matured. The marketplace has reached a peak. But the core business is there. But one misconception I've seen is from operators who believe that redemption does not have to be replaced like, say a video game. I emphasize that you cannot place one game in a location forever. There must be fresh, new games or people will stop spending their hard-earned money on those games. As an operator, if you are not asking yourself how you can maximize your space, you aren't doing your job. We are selling time and once lost, say through games that aren't working, it can never be recaptured."

FunHouse Games can be reached at (312) 961-1826 or fax (312) 961-1000. ▲

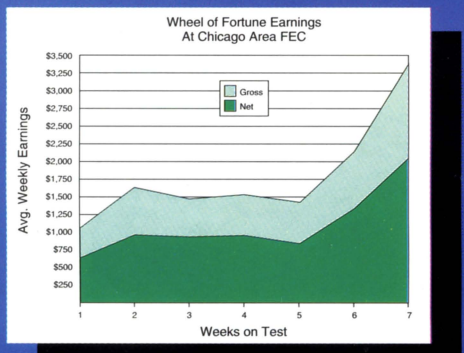
**Current Products**
*Wheel of Fortune*
*Ticket Tac Toe*

# WHEEL of FORTUNE®

## Everybody's Favorite Game Show.

*Exclusive international license of coin-operated ticket-redemption games for the most successful game show of all time.*

*Flashing lights stop on the wheel to award the ticket payout.*




**Impressive collections make this a must have for any redemption location.*

## The New Redemption Game That's Fun For The Whole Family!

- The first truly interactive redemption game – up to three players compete against each other to solve the puzzle J-A-C-K-P-O-T and win the Jackpot award.
- Fully adjustable skill levels to suit your location's redemption payout preference.
- Easy to service with virtually no moving parts.

**Specifications:**

| | | |
|---|---|---|
| Height: (rear) | 60" | 152.4 cm |
| Height: (front) | 36" | 90.23 cm |
| Width: | 60" | 152.4 cm |
| Depth: | 60" | 152.4 cm |
| Weight: (uncrated) | 380 lbs. | 172.37 kg |
| Weight: (crated) | 410 lbs | 185.98 kg |

FunHouse® Games Inc. A subsidiary of WMS Games Inc.

3401 N. California Ave. • Chicago, IL 60618
312-961-1000 • Fax 312-961-1060

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* Source: WMS Test Program. Prepared by WMS Market Information and Analysis - 1/96

# Fun Industries takes a shot at redemption

**Steer Crazy**

Fun Industries, the company known for economical target shooting games and mechanical novelty product, entered the redemption arena with a splash in 1995 when it introduced *Steer Crazy,* a steering wheel-controlled game that requires dexterity and timing for the reward of tickets.

Although the game was a total departure in style, it was built with the same goals in mind as all Fun Industries' products—to deliver a high value of game play and to produce a game that has longevity.

The origin of Fun Industries can be traced back to 1924 and the countertop gun game *Challenger.* In time the company produced *U.S. Marshall, Dodge City Saloon,* and *Space Shot.* In 1985 *Big Top* and *Silver Dollar Saloon* were the first products to combine mechanical movement with bulk vending. The kid-friendly *Kick 'N Catch* and *Copy Cat* came next.The newest amusement/prize vending unit is *Pop Fly,* a baseball-themed pachinko-styled skill game.

The company also offers a series of specialty machines that lend themselves to promotions: *Cash Cube, Hollywood Cash Cube,* and the new *Party Machine Cash Cube.*

**Current Products**
*Copy Cat*
*Kick 'N Catch*
*Pop Fly*
*Steer Crazy*

As officials at Fun Industries see it, while high-tech gets the lion's share of industry conversation, it's the dependable low-tech games that often prove the most reliable and adaptable pieces to have on location. In addition, as the company's Mel LaForce puts it: "When you are dealing with the overall appearance and revenue of a game room you must have a mixture of different games."

The able staff at the company includes co-owners Bud Johnston and LaForce and service manager Mike Talbot. They are headquartered in East Moline, Ill., and can be reached at (800) 747-1144 or (309) 755-5021; fax 9309) 755-1684. ▲

# PG&A aims for quality products and service

Self-contained redemption games were a new concept in 1992 when the former International Vending Machines introduced its basketball-themed *Shot Clock 21.* IVM is now Phoenix Games & Amusements of Tempe, Ariz., a young company that believes in quality products and service.

**Current Products**
*Lucky Stars*
*Shot Clock 2*
*Round-N-Round*

*Shot Clock 21* enjoyed success when it first hit the market, but internal problems forced the original owners to sell the company in 1993. It was sold again in 1994 to new owners Michael Homas, president, and Gary Witte, chief financial officer, who formed PG&A.

Homas and Witte have assembled a sales and customer service crew committed to delivering well-made products and working with distributors. They occupy a 10,000-square-foot facility in Tempe, Ariz., with a wood shop to produce cabinets for their games and those of other companies. They can be reached at (602) 894-8622; fax (602) 894-8624.

The company recently introduced the *Shot Clock 2* with a new cabinet, electronics, and shooter. It followed with *Round-N-Round,* a ticket-dispensing game with a rotating turntable, and *Lucky Stars,* a target-shooting game that will soon be available in a self-contained redemption model.

According to PG&A: "The market is flooded with me-too games and is longing for a new breed of ideas. Our self-contained redemption concept is just now beginning to make an impact on our core business. These games allow route owners and vendors an opportunity to add a new, exciting piece to their inventory. Our focus is to provide them with versatile pieces that will allow them to earn consistently for many years. A sports-theme game is not going to go out of style and remains a good staple in a declining market. The market is growing, but very slowly. It appears that international sales will keep some of us going but many will not be able to weather the storm." ▲

**Round-N-Round**

# "Our Name is Our Business"

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## Presenting Our Newest Money Making Line

REDEMPTION

## STEER CRAZY

**Steer Crazy:**

A skill redemption game with a dramatic neon black look. Offers strong play appeal and long location life.

**Dimensions:**
28" W x 60" L x 60" H - 350 lbs. (Single)

PRIZE VENDOR

## POP FLY

**Pop Fly:**

Small inexpensive prize vending skill game. Great for sports bars, pizza restaurants and all types of family locations:

**Dimensions:**
21" W x 20" L x 68" H - 180 lbs.

CASH CUBE

## THE PARTY MACHINE

**The PARTY MACHINE Cash Cube:**

Perfect for Family Fun Centers with Birthday Party Promotions. Go inside and catch coupons, money or Fun Bucks.

**Dimensions:**
32.5" W x 32.5" L x 86" H - 260 lbs.

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FUN INDUSTRIES

# You're going to see a lot from Hanaho

Tony Hana and Conway Ho formed a concept in 1994 that would become game manufacturer Hanaho Games less than a year later. The first game, *Ghosthunter*, was introduced at the AMOA show in New Orleans last year, and at the recent ACME show in Orlando Hanaho showed four new games.

Ghosthunter

It seems that the company is fulfilling its goal, which is as follows: "The whole objective of Hanaho Games is to develop affordable, quality games that will put money back into operators' pockets."

The company recently moved from a modest 5,000-square-foot facility to a 14,000-square-foot one in Cerritos, Calif. Not only has the company expanded its location, but its employees as well. Just in the past three months Hanaho Games has expanded from six to 30 employees.

Tony, who is the electronics whiz, and Conway, who runs the day-to-day operations, were recently joined by Debbie Gonzalez, who heads up marketing and sales.

Hanaho Games can be reached at (310) 483-1414 or fax (310) 483-1448. ▲

**Current Products**
- *Skill Shot*
- *Match 3*
- *Spare Change 1*
- *Spare Change 2*

# Bay Tek has come a long way

**Current Product**
- *Bug Bash*
- *Star Shooter*
- *Shoot N Hoops*
- *Clown Rolldown*
- *Pizza Roll*
- *Fielders Choice*
- *Jungle Picnic*
- *Space Command*

In 1975 Melvin Treankler, Bob Wech, Giles Blazer, and Bob Ward incorporated Bay Tek. The first facility doubled as the home of Mel and Mary Ann Treankler.

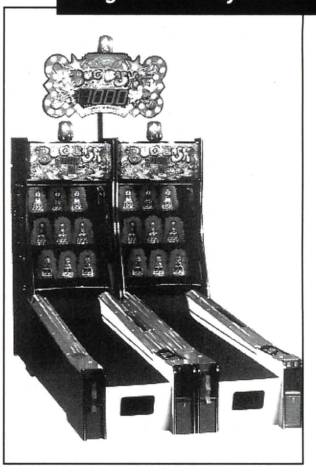
During those early years, Bay Tek built electrical control panels, designed and built custom electronics, and designed the first electronics for its *Roll Down* game.

By 1980 the company's focus was on the *Roll Down* game.

In the early '80s Wech, Blazer, and Ward sold their stock and the Treanklers, the remaining owner, put Bay Tek on the map in the world of family entertainment. In the spring of 1984 a microprocessor based controller and the ability to dispense tickets was introduced.

As the company flourished, it was forced to move to larger facilities two times. From the home of Mel and Mary Ann to a shared facility with sister company MCI, to the current location in the Pulaski Industrial Park in Pulaski, Wis., Bay Tek is continuing its focus on family entertainment products.

Bug Bash Alley Bowler



In 1994 increased competition in the industry made it apparent to Bay Tek that it needed to expand its product line. Bay Tek introduced two pinball-style games and an alley bowler. Current owners, Larry and Carl Treankler, have made it clear that the product line will continue to diversify.

Shoot N Hoops

Larry Treankler says, "Bay Tek has weathered the storm in all the fallout the U.S. manufacturers have felt in the past two years. The future looks bright, not only in the always expanding international markets, but the domestic market too. And no one is more excited than the Bay Tek team. We are ready, willing, and able to bring our products to new and existing markets."

You can find out more about Bay Tek by calling (414) 822-3951 or faxing (414) 822-8936. ▲

# GHOSTHUNTER

© Copyright 1995, Hanaho Games USA, Inc.

Have you ever wished that your latest video game could hold it's earnings like your best redemption pieces? Is another fast coin game going to make a difference in your arcade? Or is it time for a game that offers play value for your money? Hanaho Games is now offering video, redemption, and play value, with their new game, Ghosthunter. Non violent family fun and entertainment. Zap the ghosts and collect your tickets.

## Features:

Easy, on screen setup, includes accounting, gun alignment, payout control, hardware setup, etc.

Industry standard components, mechanical counters, Deltronics dispensers, Happ Controls guns and parts, etc.

Flexible, operator adjustable payouts.

Self adjusting difficulty control to encourage play from all ages.

Hanaho Games patented linking system. Link up to 16 players to create larger progressive jackpots.

More than 20 different ways to win tickets including secret bonuses.

A dual player, non violent, family oriented game.

HEIGHT: 69"
WIDTH: 29"
DEPTH: 60"

HANAHO
GAMES USA, Inc.

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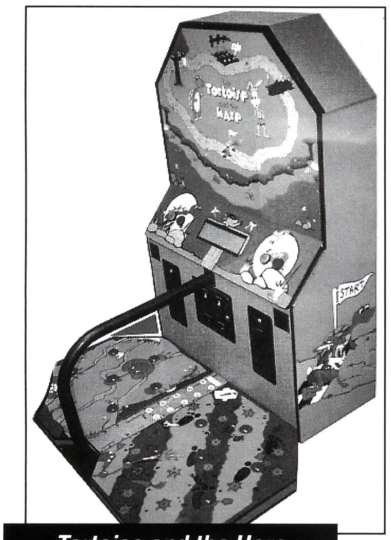
Equipment Catalog

# Island Design is the new kid on the block



Tortoise and the Hare

Not only is Island Design one of the youngest companies in coin-op circles, its first game was inspired by children.

John and James Noland started Island Design in 1994 and developed the successful *Spider Stompin'*, which has been licensed to Jaleco USA for worldwide sales. They quickly followed with *Spider Splattin'*, a mallet version of the first game; *Tortoise and the Hare*, a race game based on the old fable; and *Tut's Tomb*, a gun game for two players.

Island has decided to sell its products directly to distributors instead of licensing to a third party. Taking this path will allow the company to reduce the cost of the machines to the end user.

John Noland, president, has 16 years of industry experience, mostly in manufacturing and operations. He tells this story about the origin of *Spider Stompin':* "My three-year-old daughter Rebecca saw her two-year-old brother Sean stomping around in new boots with spider web designs on them. He said he was 'stomping on spiders.' She asked me to make her a game where she could stomp on spiders too."

**Current Products**
*Spider Splattin'*
*Spider Stompin'*
*Tortoise and the Hare*
*Tut's Tomb*

Other Island principals include James Noland, vice president of research and development, and Jolly Backer, vice president of sales and marketing. Island occupies a 6,000-square-foot facility where 15 full-time employees are on staff with a flexible number of part-time employees.

The Nolands view the redemption market this way: "Currently redemption has so many new products being released each month that operators have to be really careful to select products that not only earn but continue to work without breaking down. This is why we are striving to make reliable games at the best possible price."

Island can be reached at (707) 837-0588; fax (707) 838-4445. The sales office number is (847) 735-9145. ▲

# Sega focuses on game play and technology

Sega, the company known mostly for deluxe simulators such as *Virtua Racing* and *Daytona USA*, follows a simple formula based on a lesson learned by its founder David Rosen: "Better technology plus great game play wins the market."

**Current Products**
*Cut the Cheese*
*Sega Sports*

Sega Enterprises Inc. USA was established in 1985 as a subsidiary of Sega Enterprises Ltd. of Japan. The parent company dates back to 1954 when Rosen began importing mechanical coin-op games that were popular on U.S. military bases in Japan. His company was Service Games Co., which evolved into Sega. The company's first big hit was the simulated torpedo game *Periscope.*

Throughout its development over the last 42 years, Sega vowed not to stay with one thing too long, realizing that "each generation of technology has a life and a death."

In 1994 Sega Enterprises Inc. USA acquired Data East Pinball, which not only produces the line of Sega Pinball machines but is also responsible for manufacturing and developing redemption games. *Cut the Cheese*, a coin drop game with a decidedly humorous slant, and *Sega Sports* are the company's current redemption titles.

Cut the Cheese

The staff at Sega Enterprises includes Al Stone, president; Ken Anderson, vice president of sales and marketing; Frank Pelligrini, vice president of new business development; Barbara Nappi, director of marketing; John Hill, eastern sales; Tony Maniscalco, midwest sales; and Carlos Laguardia, South America sales. Headquarters are in Redwood City, Calif., (415) 802-3100; fax (415) 802-3120.

Sega Pinball is headed by Gary Stern, president; Joe Kaminkow, executive vice president of design; and Shelley Sax, who defines her job as "jack of all trades." Home base is Melrose Park, Ill., (800) 542-5377 or (708) 345-7700; fax (708) 345-7718. ▲

**From the developer and manufacturer of SPIDER STOMPIN' and SPIDER SPLATTIN'**

*New and Improved....*

**HIGH SPEED PROFIT MAKER!!!**

The TORTOISE and the HARE is a high - speed, two - player stomp to the finish game. Based on the age old fable THE TORTOISE and the HARE.
Players try to stomp on lit buttons. The faster they stomp the faster the buttons light up, and the faster the player moves around the track to win at the finish line!

**DIMENSIONS**
**57" DEEP 65" WIDE 77" TALL**

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# Tortoise and the Hare™

- Animated dot matrix display entertains the players as well as attracts spectators to watch and play, as adorable scenes of the Tortoise and the Hare race.
- Illuminated score display on footpad keeps players informed of their progress without having to look away from the action.
- Safety bar included with every game helps players keep their balance while they excitedly stomp on the lit race buttons. (Special non-skid floor)

ISLAND DESIGN

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DEVELOPED AND MANUFACTURED BY ISLAND DESIGN INC.

# Bob's Space Racers values its customers

Water Game

Walk into any FEC or along any amusement park midway and you will see the mark of Bob's Space Racers, the Daytona Beach, Fla., company that has been a prolific producer of amusement games for the entire family since its first game (*Space Racer*) in 1970.

Bob's Space Racers also draws attention at all major trade shows where its display of arcade and midway games and active redemption center stops attendees in their tracks. The list of games produced in the last 26 years includes the mega-popular *Whac-A-Mole*, as well as *Bowler Roller, Can Alley, Sidewinder*, and the two-unit *Water Game*, among others. The list goes on and on. *Whac-A-Mole* and the *Water Game* are the company's signature pieces, the bread and butter games.

Whac-A-Mole

The newest arcade titles are *Barrel of Fun*, a ball toss game, and *Frog Song*, a quick reaction game, both designed for smaller children. A third new arcade title, *Total Eclipse*, has universal appeal. This list does not count the group games and park and trailer model games.

The movers and shakers at Bob's Space Racers are Bob Cassata, owner/CEO; Joyce Cassata, executive vice president; Jack Mendes, president; Jack Cook, vice president; Mike Lane, CFO; and Ted Sloan, sales manager. Home for the staff is a 75,000-square-foot facility where games are designed, prototyped, tested, revised, field-tested, and finally go into production. Most of the component parts and cabinetry are fabricated in-house by skilled craftsmen.

The company also custom designs games and counsels on every aspect of game operations. When asked about the secret of the company's success, the answer is simple: "We have built Bob's Space Racers by selling great games and backing them up with good service. You can depend on us to live up to our word. Every customer is important to us."

Being in this field for decades gives the company a unique perspective on the market. Mendes commented: "Last summer the domestic redemption market was pretty sluggish. This year it has picked up quite a bit for us and we expect to have a reasonably good summer. I don't think it is going to be showing the growth we had a few years back. So many locations opened so fast. Right now we're in a period of adjustment and shaking out the ones that weren't doing such a good job. Then we'll start building again. The international market has been increasing steadily for us and we're putting more emphasis on that market. It shows a lot of promise that it will carry us through the year very well."

To reach Bob's Space Racers, call (904) 677-0761; fax (904) 677-0794. ▲

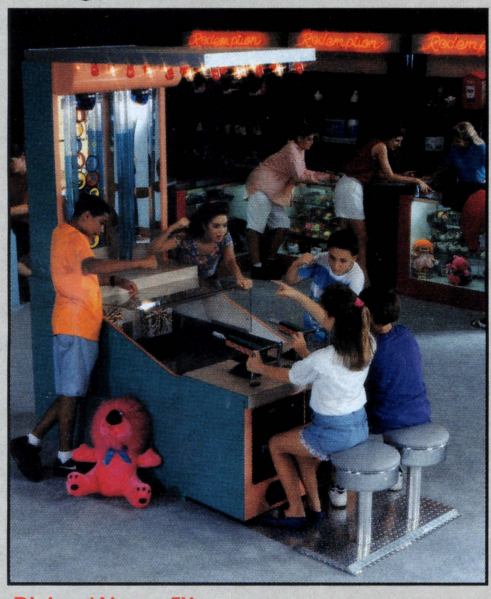
**Current Products**

- Barrel of Fun
- Bowler Roller
- Bowler Roller Kiddie
- Can Alley
- Can Alley Kiddie
- Frog Song
- Hot Spot
- Monkey Drop Arcade
- Pattie Cakes Kiddie
- Roll-A-Ball
- Sidewinder
- Super Shifter
- Total Eclipse
- Whac-A-Mole
- Whac-A-Mole Kiddie
- Water Game (three models)

# Bob's Space Racers®

# A TICKET TO RIDE

## TO $UCCE$$ AND PROFIT$



Rising Waters™

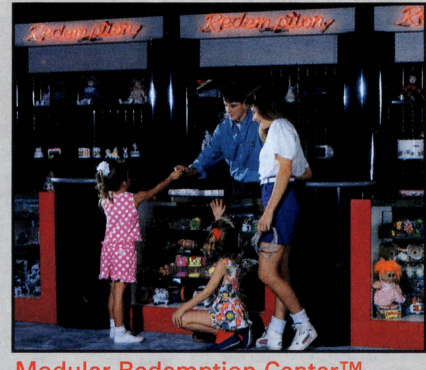
Kiddie Whac-A-Mole®

Kiddie Can-Alley™

Whac-A-Mole®

Sidewinder®

Vertical Water Game™



Modular Redemption Center™

**Bob's Space Racers** has been the redemption ticket to ride since 1970. With Bob's you know that you are getting games that are in tune with today's game players – true redemption games and proven money makers. Operations of all sizes have come to depend on Bob's because of their decades of success, quality construction and legendary service. Bob's also offers more than just games, they can provide time-tested operating methods and complete facilities design services. Call for complete information on games and services.


**Bob's Space Racers, Inc.**
427 15th Street
Daytona Beach, Florida 32117
Telephone: 904-677-0761
FAX 904-677-0794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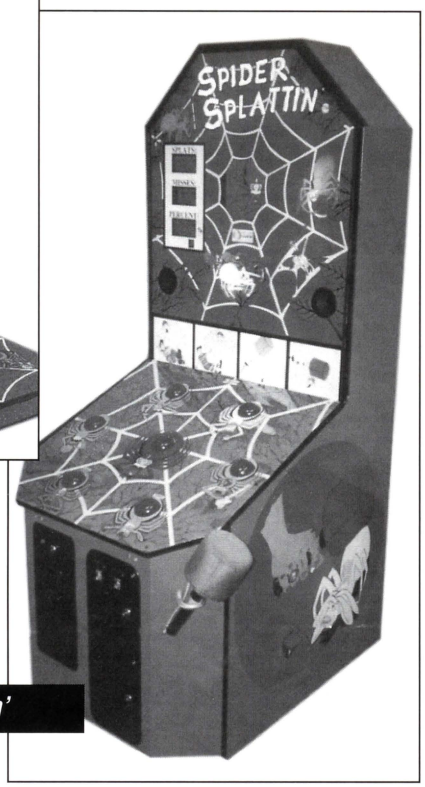
Sidewinder A Patented Game of Bob's Space Racers

Designers and manufacturers of games since 1970

# Jaleco's long history is valuable asset

Spider Stompin'




Spider Splattin'

A quarter of a century ago, Yoshiaki Kanazawa started Jaleco Ltd. in Japan. The company opened offices in the United States in 1987 and has made a tremendous impact on both the video game and redemption market. It also has a successful home game division.

Jaleco is involved in the development and manufacturing of coin-operated and consumer video games, redemption, vending machines, and aquarium products, and owns several amusement centers in Japan.

In addition to Mr. Kanazawa, who is not only the founder but the chairman of the board, Jaleco USA's principal staff includes Ralph Orlowski, vice president; Mary Hermanson, sales and marketing manager; Ed Manning, service manager; and Seiichi Ogasawara, technical manager.

Jaleco's company philosophy is "to provide entertainment, amusement, relaxation, and technology in the products we manufacture to appeal to people of all ages and nationalities. Jaleco Ltd. has a large research and development staff working toward this common goal."

**Current Products**
*Spider Splattin'*
*Spider Stompin'*

Jaleco's offices are in Wheeling, Ill., and can be reached at (847) 215-1811 or fax (847) 215-2642. ▲

# Benchmark believes customer service is top priority

**Current Products**
*Caribbean Hook*
*Vegas Gold*
*Spin For Tickets*
*Super Roll for Gold*
*Camelot*

We remember Orson Wells declaring, "We will sell no wine before its time." Now we should remember Benchmark's words "We will sell no machine that doesn't take in big money!"

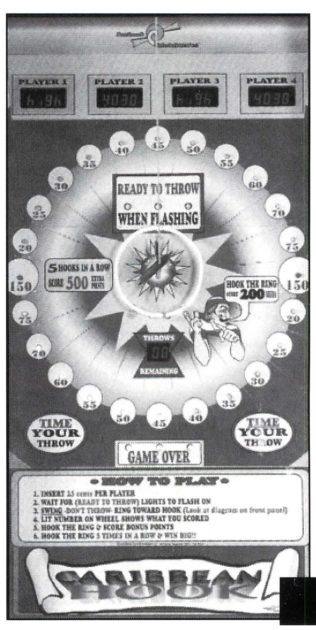
Those words sum up the philosophy that is the foundation of the company started in 1993 by industry veterans Ron Halliburton, Al Kress, and Arnold Kaminkow. Halliburton and Kress are the two current partners.

While the statement about not introducing machines that don't take in big money seem bold, listen to this one from Kress: "We would, and did, scrap a machine rather than bring a poor performer to the market."

Benchmark looks to do innovative and really different things. The latest game, *Caribbean Hook*, is a striking example. The use of neon is another. Benchmark's first game, *Roll for Gold,* was the first machine, noted Kress, that had a 6,000-plus ticket capacity. Not only are Benchmark's games unique, the company also wants them to be operator friendly with things like pullout components for easy servicing and parts shipped via overnight express. Yes, we'd call that truly making service a priority.

In commenting on the redemption business, Kress had this to say: "The redemption business is slow right now for several reasons. One, operators believe that once they purchase redemption games they don't have to replace them. Number two is that some, and only some, operators have priced their redemption prizes way too high. They forget that we are really in a new business—retail redemption.

"We must become better merchandisers and remember that in most cases the customers are repeat customers. They must receive their money's worth. The Far East recognizes this and pays back 40 to 45 percent. Here we seem stuck on 25 to 30 percent. Another problem is that some FECs are now closing down. Real estate developers who were stuck with vacant buildings and put FECs in them are now realizing why the buildings were empty in the first place. The unfavorable publicity about the Discovery Zone stores doesn't help."




Caribbean Hook

Benchmark occupies about half of a 40,000-square-foot building owned by Ron in Pompano Beach. Fla., and can be reached at (800) 808-8860 ext. 1, (954) 781-8080, or fax (954) 781-7900. ▲

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## Q: Why did the chicken cross the road?

- Based on a Real Classic - Roll the Coin and Try to Cross the Road!
- Cars Move on 3 Separate Belts to Block the Way!
- Operator Adjustable Payout!
- Attractive Marquee with Sequenced Lighting!
- Separate Locked Areas for Tickets, Coins, and Service!
- Reliable Ticket Dispenser with 6000 Ticket Capacity

## A: Money makes you do things like that!

Dimensions:47" L x 24" W x 55" H
Weight: 250 lbs.

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# Colorful product glows at Rainbow

**Current Products**
- Classic Toy House
- Contemporary Toy House
- Neon Toy House
- Classic Animal House
- Contemporary Animal House
- Neon Animal House
- Treasure House Watch/Jewelry Crane
- Fun House Candy/Toy Crane
- Solid Oak Cabinet Plush Crane
- Mahogany Veneer Plush Crane

Rainbow Crane began operating and manufacturing skill cranes in 1989. The current principals include Bruce Kociemba, president/owner; Stann Smith, vice president of sales; and Larry Sadler, chief operations officer.

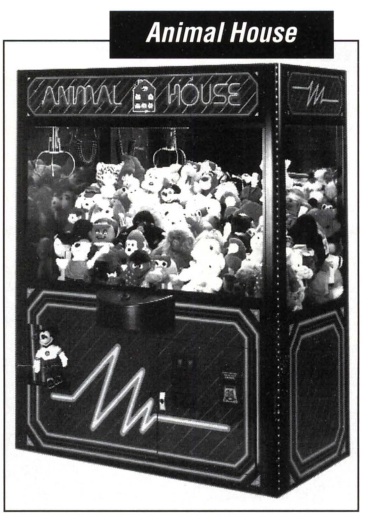
Rainbow is in the process of building its own new 70,000-square-foot facility just northeast of San Diego to house its 60 employees.

Rainbow prides itself in manufacturing "the world's finest skill cranes." The company constantly knows what's going on in the business through ongoing feedback from its own operations division as well as listening to its customers.

Stann said, "We feel we have developed the most reliable unit on the market. We currently supply all the major parks, the top crane operators throughout the United States, key retail outlets like K-Mart, and armed forces bases all over the world."

Rainbow can be reached at (619) 748-7157 or fax (619) 679-3576. ▲

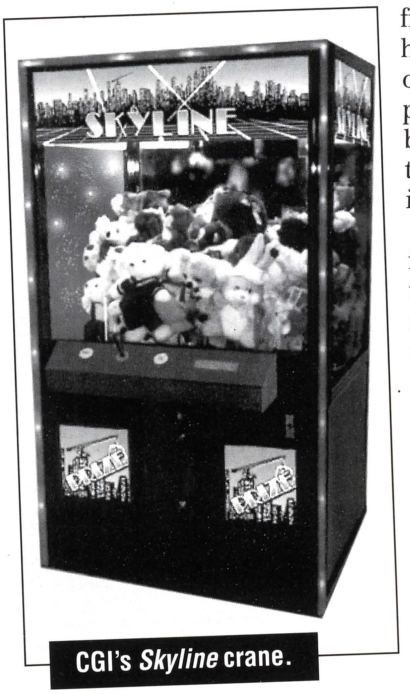
Toy House



Animal House

# CGI brings experience to the crane market

With an operating background, Pat Schroeder of Ontario, Calif., -based CGI Entertainment Group Intl. (formerly California Games) speaks from experience when he talks about the needs of the operator. That experience leads him to believe that an operator's best hope for profits are skill cranes.



CGI's *Skyline* crane.

"With cranes, they last forever, the depreciation is insignificant, and if the end user gets tired of whatever product is being vended, you simply change it, and the game has new life again," he explained.

"As the consumer becomes more sophisticated, this part of the coin-op business becomes more attractive," Schroeder continued. "The players actually have an opportunity to get something for their dollar. The video game business is a different market now, and it is hard to keep up with the expensive software updates, not to mention the far superior home games. If the typical video game operator doesn't have 50 percent of his route in cranes or some kind of redemption, his competition will go sailing by in no time at all."

Schroeder first joined the industry in 1987 when he started a route. Over the next several years he built a sizable company before joining with lifelong friend and longtime game operator Richard Atchley to form California Games. The company changed its name to CGI last year to reflect a growing international business, including a partnership in Europe with Balticor Inc. and a European headquarters in Riga, Latvia.

**Current Products**
- Skyline skill cranes

In addition to its original product line of Turbo video game system cabinets, the company designs and manufactures the Skyline crane series available in five sizes. CGI's factory occupies 20,000 square feet next to the Ontario Intl. Airport, and the company employs a full-time staff of 20.

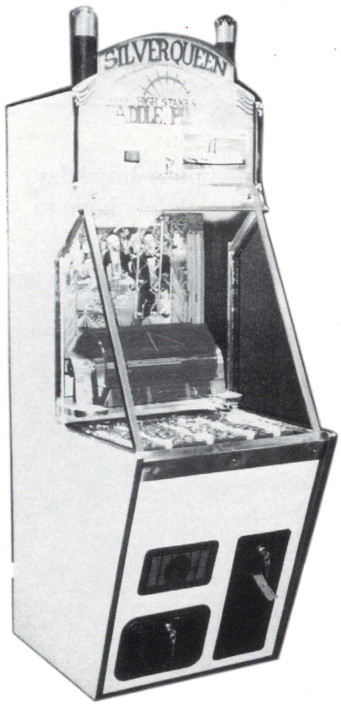
Schroeder said CGI owes its success to key personnel such as Paul Ford, sales and general office manager; Steve Hart, who heads up international marketing and sales; and Dan Cooke, who runs the customer service and parts department.

For more information, contact CGI Entertainment Group Intl., (800) 336-GAME or (909) 930-5828; fax (909) 930-5824. ▲

# Innovation and excellence mainstays at Quick Silver

Quick Silver knows that what's fashionable today may not be fashionable tomorrow. Owner and founder Alex Malavazos says that innovation means being open to change and ready to respond to that change. Quick Silver has been doing that for the past 11 years. The company began with one basic concept and project. Since then it has expanded into a multitude of projects including designing, manufacturing, and selling complete electronic systems for redemption games.

**Silver Queen**




The company's main office is in a 15,000-square-foot facility in San Leandro, Calif., with additional facilities elsewhere. In addition to Alex, who is president, CEO, and founder, the staff includes his brother Greg, who is vice president; uncle Constantine, who is vice president/ mechanical engineer; and the newest member of the team, Jim Vanderhoof, who joined Quick Silver last year as its marketing and sales manager.

Alex said of the industry, "the redemption/novelty business to us is in uncertain times. We're trying and I believe most other companies are too, working to come up with new ways to add value and hence, new ways for operators to make money. We must constantly strive for innovation, excellence, and value to be successful. It is the sharing and trying of new ideas that make our business uniquely fun.

Quick Silver can be reached at (510) 895-9699 or fax (510) 895-9747. ▲

**Current Products**
- Silver Queen
- Turbo Pusher
- Power Tennis
- Hollywood Stars
- City Cats
- Power Hockey
- Fiddle Stix

# P&E Technologies earns respect

The company is practically brand new, opening for business just last year, but you're going to be seeing this name around for a long time.

How can we be so sure? President Phil Cornick is no stranger to the industry. He has the experience needed to offer customers what they need to earn a decent return on investment. P&E was founded on a simple, yet often elusive principal: To earn their customers' respect and loyalty by providing the highest quality products and best customer service and technical support possible.

**Current Products**
- Catch-N-Win
- Whack N' Win

Phil said, "Our relationship with our customer doesn't end with the sale. It begins with the sale and continues indefinitely through servicing the customer's needs."

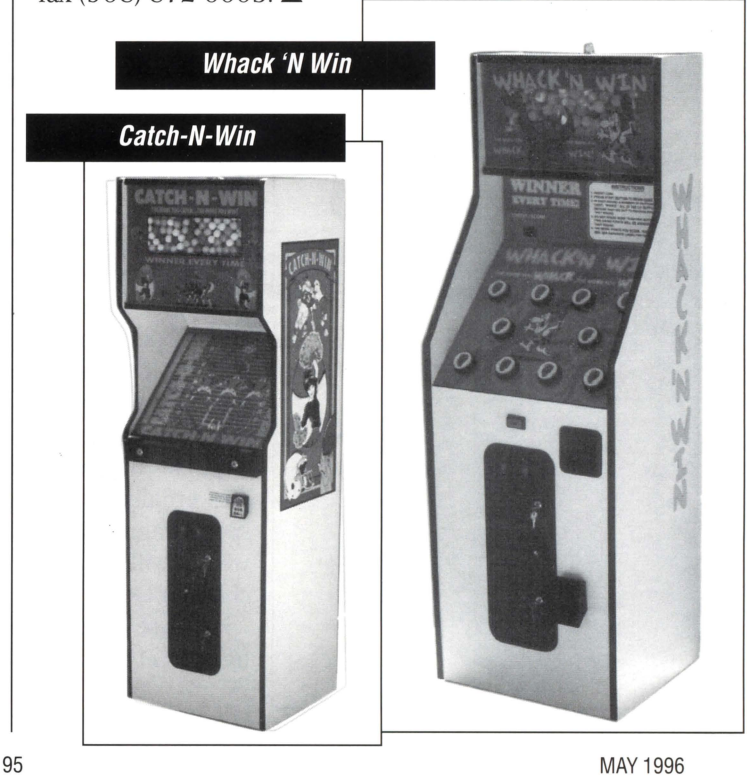
P&E is located in a 10,000-square-foot facility in Atlantic Highlands, N.J., and employs 10 people. The principals of P&E include president Cornick; Ed Kaba, director of customer service; Mike Marinelli, operations manager; and Mike McWilliams, marketing representative.

When asked about the state of the redemption/novelty business, here's what Phil had to say: "Obviously redemption plays a major role in the continued success of this industry. P&E has brought redemption to the street operator in the form of 'vendgames.' By combining the fun of playing a game with the satisfaction of receiving vended goods, all in an inexpensive small machine, P&E has enabled the street operator to benefit from the redemption concept found to be so lucrative by the FECs and arcades across the country."

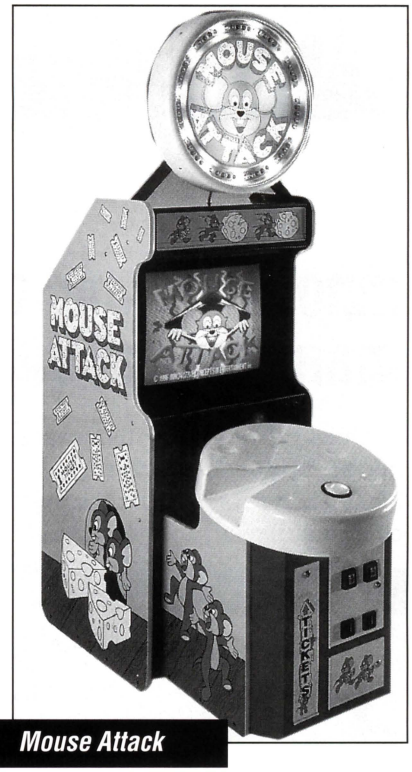
The company can be reached at at (908) 872-9800 or fax (908) 872-0003. ▲

**Whack 'N Win**

**Catch-N-Win**



# I.C.E. stands the test of time like Chexx




Mouse Attack

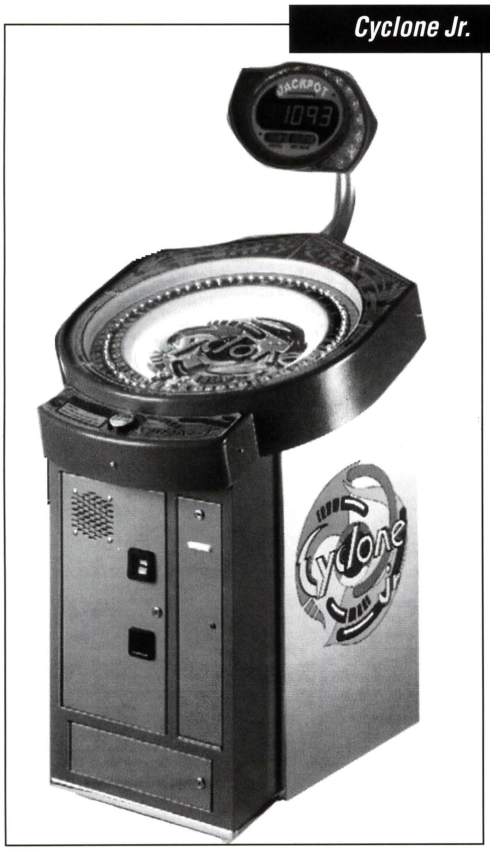
Fourteen years ago the industry was stunned with a game that would truly make an impact. Surprisingly, it wasn't a video, although video was the apparent king of games back then. It was *Chexx*, an interactive hockey game that is still being sold today! It was different, unique, and put the WOW! back in the industry's mind. You have to remember that the industry was being faced with a reality that video games may not last forever. *Chexx* gave hope that there was indeed life after video.

Innovative Concepts in Engineering, affectionately called I.C.E. by all of us, was formed in 1982 by Ralph Coppola and a partner, Jack Willert. The company goals were well-defined and continue as the guiding force behind the tremendous success this company has had: "innovation, aggressive sales force, and the best parts and service possible."

All of I.C.E.'s games are designed and developed in-house. John Callahan, who has been with the company since day one, heads up the game design department. With the popularity and longevity of the product line, we'd certainly have to say that John's doing an exceptional job.

Ralph notes that because of the in-house development, the company can exercise a high degree of quality control throughout production: "We process our own metal fabrication, woodworking, and painting. In addition, we build our own cables and printed circuit boards."

Ralph brags that the sales team, which includes Greg Kania, Gene Brogowski, and most recently Joe Coppola, is very knowledgeable about the industry and the product. He stresses that they believe that not every game is right for every location. "If a game is not right for a given location, we don't ever try to sell it to that customer," he said. I.C.E. has customers in 44 countries; about 40 percent of its business is outside of the United States.




Cyclone Jr.

I.C.E., which won Play Meter's award (voted on by operators) for the best redemption game of the year for *Cyclone* ('95) and *Putting Challenge* ('92), is located in a new 86,000-square-foot facility on 32 acres in Clarence, N.Y., just outside of Buffalo. There are approximately 140 employees including those in I.C.E.'s sister company, DiMar Mfg., which does metal fabrication for I.C.E. and other companies.

How does Ralph assess the redemption market? "Redemption in the United States is tough and perhaps a bit oversaturated. Foreign sales are increasing. Our approach is to be able to offer our customers one-stop shopping for virtually every kind of game they would need. We have alley rollers, basketballs, kiddie games, quick coin games, sports games, and video redemption. In addition, we now offer midway arcade games from the purchase of Doyle."

Here are I.C.E.'s phone and fax numbers respectively: ((716) 759-0370 and (716) 759-0390. ▲

## Current Products

- Cyclone
- Cyclone Jr.
- Mouse Attack
- Iceball
- Full Court Fever
- Street Fever
- Mini-Dunxx
- Hitting Streak
- Hungry Hungry Hippos
- Flintstones
- Super Chexx
- Super Kixx
- Hoopshot
- Hoopshot Rally
- Li'l Hoopshot 1-pl.
- Li'l Hoopshot 2-pl.
- Dump the Ump
- Cobra Hunt
- Shark Frenzy
- Three Little Pigs
- Mother Hubbard
- Mother Hubbard mini
- Jack and Jill
- Humpty Dumpty
- Pop Goes the Weasel

# Grayhound remembers the operating budget

Since its inception in 1982, Grayhound Electronics has lived by this company philosophy: "To create new and innovative amusement and redemption games built with integrity and serviceability at a price operators can live with."

Jumbo Jr. Crane

Amen, says the operating population, which has embraced Grayhound's line of cranes, basketball games, pool tables, and video card-themed and trivia games available in either upright or countertop cabinets. In addition, Grayhound has ventured into the field of pre-paid calling card dispensers and added a penny press souvenir machine to its product offerings, as well as being the exclusive distributor of Dyna/Japan's video 8-liner games.

The principals at Grayhound include Thomas M. Ricci, Thomas A. Ricci, Peter Coulas, Thomas Carey, Sam Letta, Bill Dughi, Jim Applegate, Ken Holland, Jim Gesser, and Kim Morano. The staff totals 22 at the company's 27,500-square-foot headquarters in Lakewood, N.J.

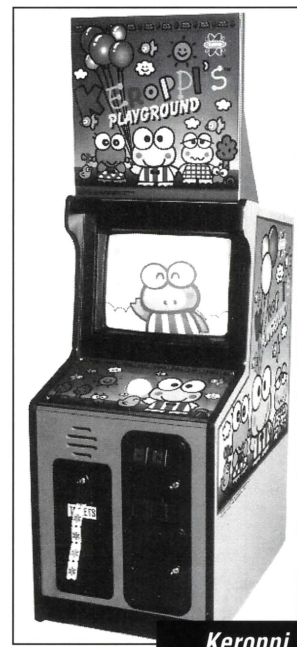
**Current Products**
- Candy Shop Crane
- Championship Basketball
- Double Crane
- Jumbo Skill Crane
- Jumbo Jr. Crane
- Lowboy Crane
- Single Crane
- Super Crane
- Watch/Jewelry Crane

After 14 years in the industry the company has these thoughts on the state of the redemption market: "Due to the expansion of the family fun center concept the redemption/novelty game business should continue to grow as long as pricing for equipment doesn't get out of hand for operators."

Grayhound's phone and fax numbers are, respectively, (800) 24-222-0491 or (908) 370-8500, and (908) 370-7884. ▲

# ASC pledges solid, affordable games

American Sammy Corp., established in 1988, is a subsidiary of Sammy Industries Ltd. of Japan. Sammy Industries is one of the largest manufacturers of pachinko and pachinko slot machines. The companies have pledged to provide solid entertainment products. To achieve this goal, and to promote the future growth of the company, game development is high on the priority list at ASC.




Keroppi

ASC has in-house design teams in each office and has upgraded its technology into CD-ROM and digitized polygon graphics. In addition to video game products such as *Zombie Raid*, the company now has six redemption games in its stable of titles. The most recent introduction is *Keroppi,* a child's video redemption game that dispenses tickets or capsules.

ASC serves the international marketplace, with the exception of Japan, which is handled by the parent company. ASC's Elk Grove Village, Ill., office is home to a staff that includes Yoshi Suzuki, president; Rick Rochetti, executive vice president of sales; James Miskell, executive vice president of administration; David Cane, national sales manager; Maria Fotinopoulos, sales and marketing coordinator; Brad Faris, production coordinator; Robert Sherman, controller; and A. David Kuhrt, warehouse manager.

**Current Products**
- Coin Circus
- Keroppi
- Magic Mr. X
- Mr. Magic
- Simple Simon
- Wild Wild West

Regarding the present condition of the redemption market, ASC commented: "Ticket-vending games have established themselves as essentials in family entertainment centers. ASC has been at the forefront with a superior lineup of games that have quickly become market staples. ASC continues to strive for innovative new ideas to offer only the highest quality games with the greatest earning potential to this ever-changing marketplace, even as this product line begins to exit its growth stage."

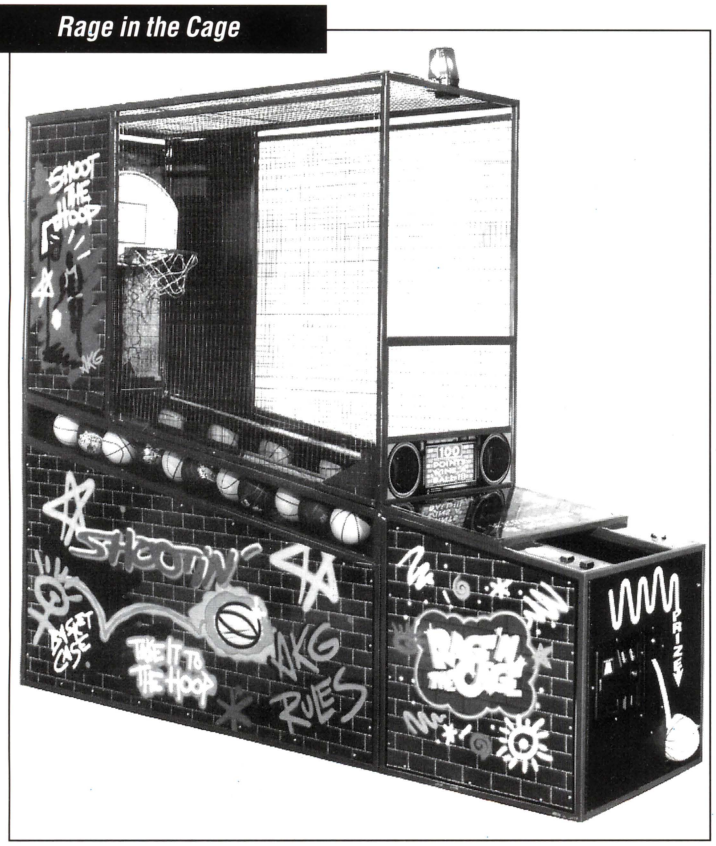
To reach ASC, call (847) 364-9787 or fax (847) 364-9831. ▲

# Fun Merchants: a new name with a long history

Fun Merchants is a division of H. Betti Industries, which was established by Humbert Betti in 1934. H. Betti Industries began as a music and pinball operator and expanded into distributing in the late '50s.

From the '70s through the '80s the distribution arm of H. Betti Industries, Betson Enterprises, grew into one of the largest distributors in North America. One of Betson's talents was looking for new products. In the '80s the company introduced two such products—the *Big Choice* cranes by Elaut and coin pushers by Crompton—into the United States. With this introduction, Betson expanded from a regional distributor of coin-op equipment to a national supplier of redemption equipment.

**Rage in the Cage**




In 1990 Betson and American Laser Games introduced *Mad Dog McCree*, a laser disc game that proved to be a tremendous success worldwide. According to Robert Betti, Betson was not just the distributor of *Mad Dog*, it was also involved in the development of the game. With the idea of being more involved in the development of both redemption and video games, Fun Merchants was founded in 1994. Robert Betti explains that Fun Merchants was founded on a philosophy that states: "to bring the best possible products to our customers. If our customers are successful, in turn so are we."

**Current Products**

- Candy Man Crane
- Super Candy Man
- Gift Box Crane
- Gift Box Luxury Edition
- Top Choice (1 -, 2 player)
- Limited Edition Jumbo (1- and 2-player)
- Limited Edition Watch
- Big Choice Crane (1-, 2-, 3-player)
- Happy Days
- Cup Winner (3-, 6-, and 8 player)
- Roll-A-Win
- Dinosaur Valley (1-, 2-, 3-, 4-, 6 player)
- Gold Coast (1-, 2-, 3-, 4-, 6 player)
- Spinna Winna
- Flippa Winna
- Rage in the Cage
- Diggers Prize
- Punch Belly

Fun Merchants handles all of the traditional products like *Big Choice*, Crompton pushers, etc. plus any new products developed that H. Betti Industries may be interested in marketing. The two newest products are *Rage in the Cage* and *Gift Box*.

The principals of H. Betti Industries and Fun Merchants include chairman Peter Betti, president Joe Cirillo, executive vice president Robert Betti, executive vice president/CFO Robert Geschine, national sales representatives Neal Rosenberg and Ben Toro, and Bill Seibert, who handles technical service.

The 80,000-square-foot facility is located in Carlstadt, N.J., and employees over 300 people.

Robert Betti commented on the redemption/novelty market: "Over the past five years we have experienced a tremendous growth in the redempton/novelty business. At the moment we are experiencing some saturation and a slow down within the industry, but we have seen this in the past in other areas of the coin-op market. The future of the redemption/novelty market is unlimited. We need to remain open-minded, creative, and at times be willing to take a chance."

Fun Merchants and Betson can be reached at (201) 438-1300, toll-free (800) 524-2343, or fax (201) 438-4837. ▲

# Pursuing long-term value at Meltec

Big Mouth.

When asked about a company philosophy, John McEwan, president of Meltec Inc., says the main goal is "to manufacture quality redemption games that appeal to all ages and provide a source of fun and entertainment value." The Beaverton, Ore.,-based company has been doing exactly that since its founding in 1980.

In addition to president John McEwan and vice president Mike McEwan, the company employs 15 staff members and works out of a 25,000-square-foot facility. So where does Meltec fit into the changing world of redemption amusement?

"I remain upbeat about the redemption game business despite the fact that is floundering a bit at the moment," said the company president. "I sense there will be somewhat of a shakeout over the next year as some operators and manufacturers disappear. There has been too much overbuilding of fun centers, too many marginal redemption games produced, and an overweighted demand for instant quarter machines.

**Current Products**
- Big Mouth
- Knock Down
- Boom Ball
- Shoot Out
- Cavemania
- Pot O' Gold

"In my estimation, the best redemption games are not fad items. They provide a sense of entertainment value and should have a broad base appeal. Therefore, they will remain as great games for generations."

For more information, contact Meltec, (503) 643-8312 or (800) 356-4777; fax (503) 644-0558. ▲

# Bromley games reach for new profit levels

Quick coin redemption pioneer Lauran Bromley, who revolutionized the industry with *Rock N Bowl,* says Bromley Inc. prides itself on producing high-earning games in an operator-friendly manner.

The company got started in 1989 with Bromley as the principle owner. Currently providing back-up support are sales manager Jim Belt, game developer John Kubik, service technician Dave Miller, and other key employees such as Minerva Santiago and Millie Stiff. Bromley utilizes Grand Products to manufacture its games.

**Current Products**
- Colorama
- Wheel `M In
- Turf Champ
- Dino Rally
- Rock N Bowl
- Super Rock N Bowl
- Super Wheel `Em In
- Prize Tree
- Space Probe
- Derby Dash
- Cops & Robbers II

It is this type of strong product line, Bromley says, that can weather what many are seeing as the beginning of lean times in a previously growing redemption market. "The state of the redemption industry is following in stride with the rest of the industry," she said. "Although redemption is very volatile, a good solid company with a wide variety of product in the marketplace will remain in existence through a seemingly shake-up year."

For more information, contact Bromley Inc., (708) 509-0240; fax (708) 509-0242. ▲

Colorama

# Skee-Ball stands the test of time

Supershot Prize

Skee-Ball has been a leader in the redemption business since 1909 when *Skee-Ball* was invented and patented by J.D. Estes of Philadelphia. The first *Skee-Balls* were 36 feet long, which the company realized restricted the playing market. In 1928 a smaller version became tremendously popular, and today it is still one of the most popular games in any FEC.

In 1945 Philadelphia Toboggan acquired the copyright, patents, and all rights for *Skee-Ball* alleys from Wurlitzer, which had acquired the rights 10 years earlier.

The company has made changes over the years like adding state-of-the-art audio and new electronic componentry, but everyone still loves the game they've enjoyed for nearly 100 years. The company also expanded its redemption/novelty product line with the purchase of National Sports Games several years ago.

The company has a 42,000-square-foot facility in Chalfont, Pa., and another 20,000-square-foot one in Phoenix, Ariz. There are 75 employees including Joe Sladek, owner/president; Mark Kane, executive vice president; Steve Rice, general manager (Phoenix); Reggie Moultrie, vice president of sales; Jeff Hudson, operations manager; and Thomas Kane, sales manager (Phoenix).

Skee-Ball Lightning

**Current Product**

- Sittin' Ducks
- Skee-Ball Lightning
- Skee-Ball Classic
- Super Shot Prize Basketball
- Hightops Kiddie Basketball
- Circus Hi Rise
- UB QB II Football Challenge
- Car Toon Racin'
- Tic Tac Toe
- Operation Vortex
- Killer Beez

Sladek sums up Skee-Ball's corporate mission like this: "To continue to provide the worldwide amusement indusry with quality innovative games that can stand the test of time. We are committed to insuring quality in construction, appeal, entertainment value, and earnings, both in our existing product line and future development." Skee-Ball can be reached at (215) 997-8900 or fax (215) 997-8982. ▲

# G.L. Technology meets the challenge head-on

Putting Challenge II

When a prolific inventor falls in love with the amusement industry you know good things are in store. That's the story of Samuel Kim and G.L. Technology.

Kim holds 35 patents to date, and has an untold number of game ideas taking shape in his mind. He formed G.L. Technology in 1987 with the intention of designing and developing high-tech sports games with unique features. He is best known for creating the 18-hole miniature golf game *Putting Challenge* and the basketball game *Full Court Frenzy.*

After exceeding 25 years in the fields of coin-op amusement games and consumer electronics, Kim has decided to take his company into a new era of manufacturing, marketing, and sales. Now he and his able staff will move forward marketing and advertising new ventures, such as the launch of his latest game, *Putting Challenge II.*

The second edition of the popular sports game offers 72 holes of miniature golf. One to four players can putt on four 18-hole courses—two for amateurs and two for pros. The automatic oversurface ball return brings the ball back to the player. The new compact design, five-minute setup, and built-in wheels make the game operator-friendly.

**Current Products**
*Putting Challenge II*

Home base for the company is in Rolling Meadows, Ill. Kim is the president, Gina Kim Cho is the vice president of operations, Robert Whitehead is the director of marketing and sales, and Sherry Hoekstra is the marketing coordinator. They can be reached at (847) 806-1700; fax (847) 806-1234. ▲

# Namco quality comes to the redemption market

For 41 years the name Namco has stood for quality amusement products. With all this experience under the company's belt it's no wonder that Namco continues to be an innovator in new concepts applied to a variety of game categories.

**Current Products**
*Belly Bomber*
*Dino Bonk*
*Godzilla Wars Jr.*

A clear example of Namco's unique approach to entertaining players can be seen in the company's skiing simulator *Alpine Racer,* the winner of two prestigious industry awards. Namco has established itself as one of the leaders in the development and production of dedicated video games, kits, and deluxe simulators, Now the company has turned its attention to the redemption field. Currently available games include: *Belly Bomber, Dino Bonk,* and *Godzilla Wars Jr.* All three titles feature cartoon-like monster characters and competitive timed play.

Namco-America Inc., which is located in San Jose, Calif., is the U.S. subsidiary of Namco Ltd. of Japan. Namco Ltd. was founded in 1955 by Mr. Masaya Nakamura.

In the California headquarters, and the Chicago suburb sales office, officials include Kevin Hayes, president; Frank Cosentino, vice president of sales and marketing; Kenji Hitsatsune, vice president and assistant to the president; Helen Hanson, director of manufacturing; Tom Siemieniec, eastern sales manager; David Swafford, western sales manager; Emilio Cabrera, international sales manager; and Lucinda Bender, marketing administrator.

To contact any staff member at the Namco-America California office, call (408) 383-3900 or fax (408) 383-0128. To reach the Chicago sales office, call (708) 238-2248 or fax (708) 238-9333. ▲

Dino Bonk

Godzilla Wars Jr.

# Games of Tennessee expands product line

**Current Products**
*Kids Only Cartoon Theater*
*Motherlode*
*Pot 'O Silver*

Games of Tennessee opened for business in 1982 with a line of GTI card-themed games, later adding 8-liners as they became popular, and entering the novelty/redemption field in the last few years with the *Motherlode* and *Pot 'O Silver* coin pushers.

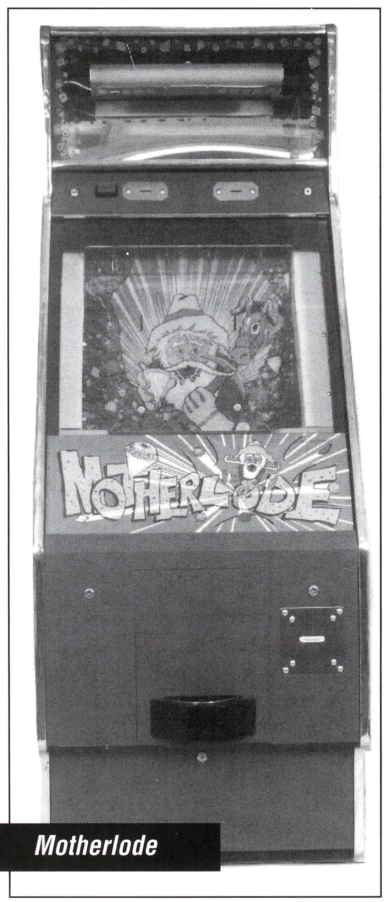
The company has experienced rapid growth, starting out in a modest location and growing into the present day three-story building that encompasses 160,000 square feet of space to accommodate business offices, production facilities, and a warehouse.

Principals at Games of Tennessee include new owner John Holliman; general manager Troy Stacey; sales manager Leigh Ann Brady; parts and service manager Lynn Brown; head technician Jim Pearson; and production manager Dennis Johnston.

According to Brady, "We bought the rights to the *Motherlode* over a year ago. It used to be the best coin pusher on the market. We have made improvements, perfected the game, and plan to start marketing it heavily."

The company is currently in the process of developing another model of coin pusher to add to its sable of games. In addition, the company also offers the *Kids Only Cartoon Theater* where children ages one-11 can view their favorite cartoons.

Games of Tennessee is based in Shelbyville, Tenn., (800) 456-6882 or (615) 684-0100; fax (615) 685-0144. ▲



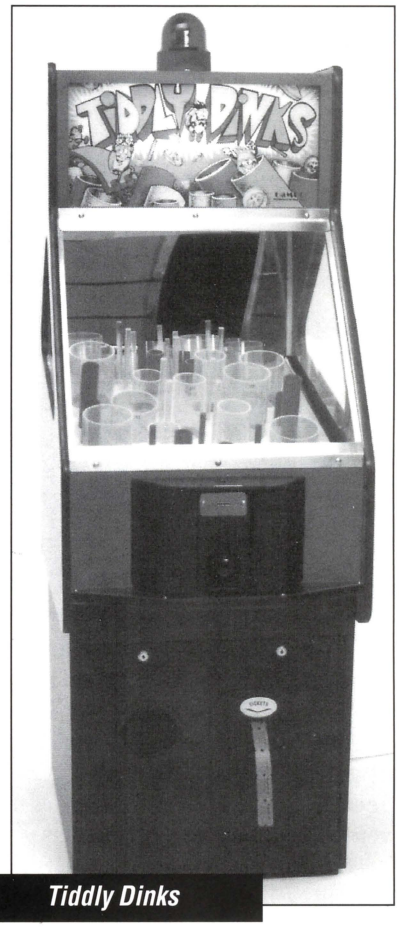
*Motherlode*

# GaMCO is the company for redemption games

GaMCO Intl., the Sarasota, Fla.,-based novelty game manufacturer, first entered the business 12 years ago as a builder of cranes. However, the company's scope has broadened over the years, taking in a wide range of popular games in the redemption arena.

Company founders Ron and Emily Yaffe are joined in their endeavors by Sam Everts, shop foreman and service; Vince Thomas, electronics; and Betty Taylor, office manager.

In discussing his company philosophy, Ron Yaffe says: "Our goal at GaMCO was to become an international company—to export creative games to other countries—and to upgrade them to the point that they're highly visible and widely accepted in the industry. We've had success toward that goal and will continue to strive for it."



*Tiddly Dinks*

The company's newest game, *Clown Dancers*, gives players the task of shooting balls into the mouths of dancing clowns at the back of the playfield. These targets open and close to real circus music, and the clowns laugh and dance with every score.

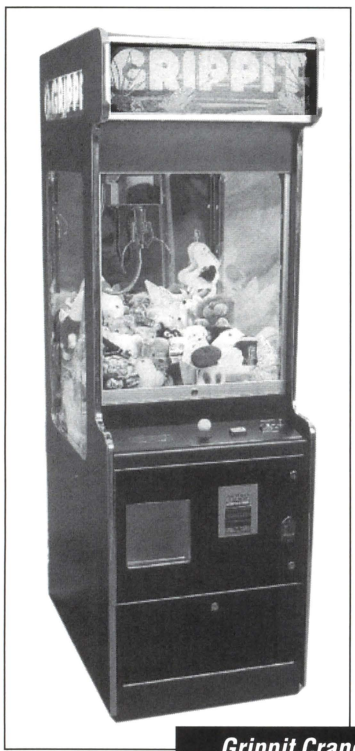
Game features include a surprise jackpot; a furniture-grade cabinet in shiny yellow, purple, and magenta; solid-state electronics; powder-coated steel gun; tri-door access; separate coin-in and ticket-out meters; and keypad-programmable coins per play, game tickets, points, and jackpot levels.

**Current Games**
*Boogiemen*
*Clown Dancers*
*Dream Team*
*Tiddly Dinks*

For more information, contact GaMCO Intl. Inc., (800) 642-7263 for sales or (941) 366-1133 for parts and service; fax (941) 366-1134. ▲

Equipment Catalog

# Micro Manufacturing: no small feat




Grippit Crane

Big product line and big customer service are the keys to success for the LaVergne, Tenn.-based factory with the little name. Founded in 1988, Micro boasts a history of quality in the coin-operated amusement industry. Larry Hartley bought the company in 1992, bringing years of street experience to the manufacturing table.

Micro operates out of three buildings in the small community just south of Nashville. However, plans are being drawn for a new 45,000-square-foot facility to be built this year to accommodate the rapid growth the company has experienced in the past year. Much of that success is due to the *Magical Touch* countertop game that has taken the industry by storm since it was introduced.

"It's our people," claims Mike Rose, vice president and general manager of factory operations. "Several of them have been with us for as long as seven years. There are a lot of years of experience spread out among our growing group of employees," added Mike, who learned the coin-op business one quarter at a time during his 10-plus years with the Aladdin's Castle chain.

The staff also includes graphic artist Kendra Robichaud (who occasionally appears in some of her own ad designs); Karen Duke, who heads up the 24-hour service department; and regional marketing directors Brian Gorsich; Dave Kelly (a world-class dart player), Dave Winton, and Paul Scribner.

Micro prides itself on offering the best in amusement equipment both for the street locations through its *Magical Touch* and *Micro Digital Disc* jukebox, and to FECs through its *Grippit Crane.*

**Current Products**
*Grippit Crane*

The company's phone and fax numbers are, respectively (615) 793-5510 and (615) 793-5512. ▲

# Classic fits the definition

**Current Products**
*Play-Till-You-Win Crane*
*Jumbo Crane*
*5-foot Crane*
*Single Crane*
*Waterworks Crane*
*Gumball Factory*

If you look up the word classic in the thesaurus you'll see words like excellent, famous, prime, superior, top-notch, exemplary, ideal, quintessential, and masterwork. Now you see where the name came from and what it represents.

Classic Inc. was formed 10 years ago and concentrates mainly on manufacturing, operating, and supplying cranes. It's a job the company does well. Classic knows what types of problems operators face every day because with its large operating division, Classic faces those same problems. With that in mind, the company has vowed to build cranes to be as operator-friendly as possible.

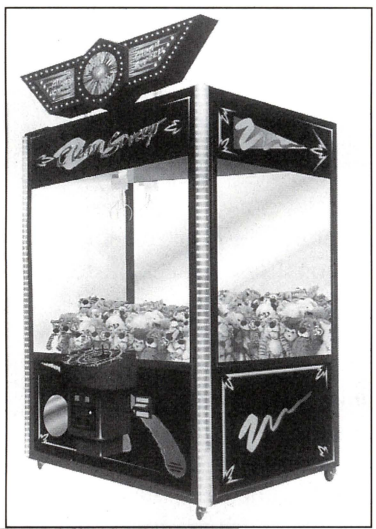
The company, located in Toms River, N.J., is headed by president Brian Petaccio. Dan Dinnebeil is vice president. Dan had this to say about the current state of the redemption market: "We feel that redemption is the only way to go. With cranes, as with other redemption equipment, the player always has a chance to get something back in return for his money."

He added, "Redemption pieces are what brings customers into a location and keeps them there. As I'm sure you've heard numerous times before, video and pinball games have a much shorter life span than any redemption piece. I know our cranes are normally not nearly as costly as either a pin or a video game. The bottom line is lean towards redemption for a much better return on investment."

You can reach Classic at (908) 286-1120 or fax (908) 341-3361. ▲

Waterworks Crane

# Smart choices in games at Smart



Clean Sweep '96

Smart Industries is a privately owned manufacturer of coin operated amusement games. It was established in 1963 by Gordon Smart as president and his son Jeff Smart as vice president.

At first, Smart consisted of a street route with 500 games and a 200-piece traveling arcade which appeared at major state fairs on the carnival circuit. In addition, the company developed and managed permanent arcades in amusement parks throughout the Midwest.

In 1985 Smart began developing and manufacturing coin-operated amusement games. The first was *The Bear Claw/Clean Sweep Crane.* Many new games have followed.

**Current Products**

- Clean Sweep '96 (26", 34", 96" models)
- Rags to Riches
- Feed Big Bertha
- Hollywood Photo Booth
- Space Crane
- Goal Shot
- Turf Wars
- Ticket Center
- Redemption Center
- Prize Center
- Clean Sweep Jumbo (various styles)
- Candy Crane
- Classic Cranes
- Single Watch Crane
- Clean Sweep Jr.
- Shoot to Win
- Chuckles

Smart Industries is located in a 95,000-square-foot facility in Des Moines, Iowa, and has grown from a staff of three to over 175 employees, which includes an aggressive sales team. That team consists of Mike Smith, vice president of international sales; Pete Walton, vice president of sales and marketing/eastern division; Marc Fellman, vice president of sales and marketing/western division; and Marty Shelton, vice president of corporate sales.

The company's slogan says it all: "The smart choice for all your family entertainment needs."

Smart can be reached at (515) 265-9900 or fax (515) 265-3148. ▲

# BWB says that people are its strength

**Current Products**

- Sunset Skill Stop
- Happy Hour Skill Stop
- Bullion Blox Skill w/Prize
- Nova Cup Finals
- Find the Lady

When John Bonner and Richard Wilson formed BWB Newark Ltd. in 1980, they set about building a reputation for innovation which has become reality with a succession of winning ideas.

BWB has maintained its pioneering approach by carefully assembling a team which offers a unique combination of in-depth industry experience with a variety of specialized talents. There are graphics, sound, software and hardware development, machine evolution and balancing, and customer service.

In addition, BWB believes it's vital to understand the market, which is why it invested time and money to maintain its own test sites, keep an eye on the competition, and listen to players.

Don Tunstall, United States sales manager, says of the current state of the industry: "The state of the redemption/novelty business at this time is very volatile. While there are a tremendous number of new products on the market, the locations for them are narrowing down. We have seen many locations close or down-size because of a lack of foresight, bad location, poor management, shortfalls of operating capital, and just too many locations in the same area."

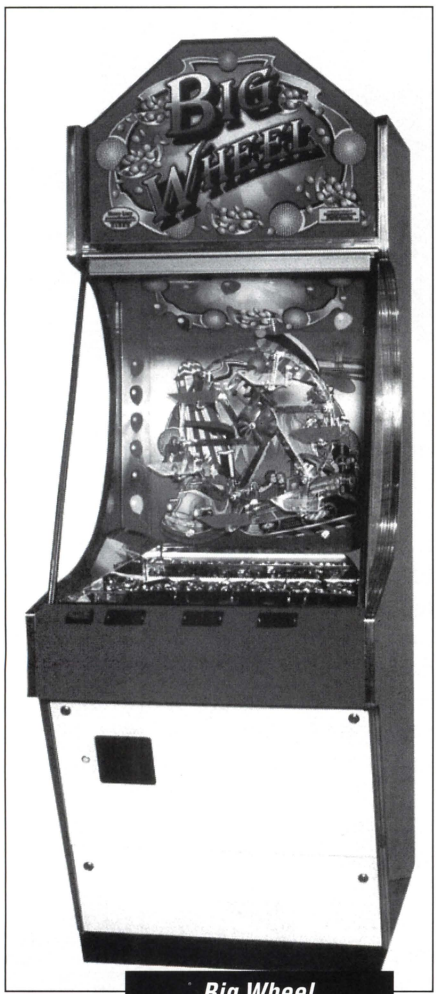
He continued, "The end result of this will find us in the future with a much more discerning buyer and player market that has survived the tough times and is in business for the long haul. This is when the manufacturer must be ready with new, better, and different equipment at a reasonable price in order to satisfy the distributor, operator, lessors, and the general public that plays our games."

While the company is headquartered in England, it can be reached through its U.S. sales office, (407) 578-1238 or mobile (407) 256-9891. ▲

Sunset Skill Stop

# Coastal sees redemption as worldwide market

Roll-Ette



Big Wheel

Long before many companies entered the redemption market, Coastal Amusements was setting standards that are emulated today. The company plans to continue to lead the way in terms of game concepts, quality, operator profitability, and defining emerging markets.

The Lakewood, N.J.-based company was founded in 1982 with the belief that the market for redemption would be worldwide. Coastal continued to grow and adhere to that vision. It now occupies a 40,000-square-foot facility that accommodates 50 full-time employees. Principals of the company are Len Dean, president; Sal Mirando, executive vice president; and Joe Tunney, sales. They can be reached at (908) 905-6682 or fax (908) 905-6815.

The company offers an extensive lineup of equipment that includes coin pushers, novelty/redemption games, and air cushion table games. Two of its signature games are *Pop-A-Ball* (now in version II) and *Robo Bop.*

The newest titles are *Roll-Ette*, a fast-paced game with 29 different ways to win, realistic roulette action, unlimited coin play, sound effects, and optional bill acceptor; and *Big Wheel*, a one- or two-player coin pusher with an anti-cheat package, rotating ferris wheel target, skill stop button, and ticket dispenser.

Coastal characterizes the redemption market as booming, and here's why: "While some of the domestic market had entered into a slump, overall the domestic side is now recovering and taking strong purchasing positions for the right product. The domestic market has grown up and is now looking at only high-quality games that offer long-term earnings. Games will no longer sell in the United States just because they issue tickets, as they once did. Worldwide markets are opening every day. Russia, South Africa, New Zealand, and Australia are all new markets and will provide manufacturers years of new growth. Indonesia, China, Malaysia, and South America are current hot spots for redemption and will be for many years to come. It is no wonder the redemption industry is booming." ▲

**Current Products:**

- Air Hockey/Mini Air Hockey
- Big Wheel Pusher
- Bouncing Buggies
- Dancing Puppet
- Dash
- Feed Fido
- Fred Flintstone Memory Match
- Hollywood
- Jungle Jive
- Kaleidoscope
- Penalty Shoot Out
- Pirate's Treasure
- Pop-A-Ball II
- Pop-A-Tac-Toe II
- Robo Bop
- Roll-Ette

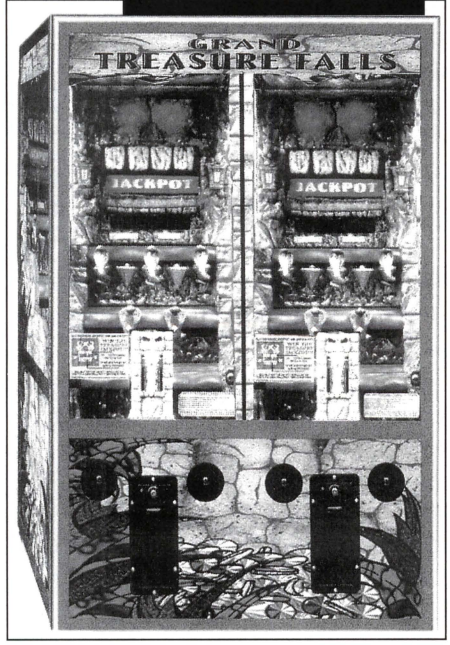
# Planet Earth is serving the world

**Current Products**
*Grand Treasure Falls*
*Treasure Falls*
*Dinoscore*
*Dinowin*
*Ticket Snatcher*
*Flip-N-Win*

In 1992 Bill Faith, who describes his industry experience as lifelong, formed a new company with a steadfast goal: to build original, unique, fun games for the whole world. The name Planet Earth was perfect for someone destined to provide entertainment for the entire planet.

Bill's focus is originality and he stresses that he abhors copiers. "I'm not here just to make a profit, I also want to express creativity and get ideas out of my head and onto arcade floors. Our products are unique. It wouldn't be economical for our competitors to try and copy our quality games. Our company is all about new trends, great games, and unique concepts. We don't copy other games and we have a deep commitment to the future of the industry."

Grand Treasure Falls

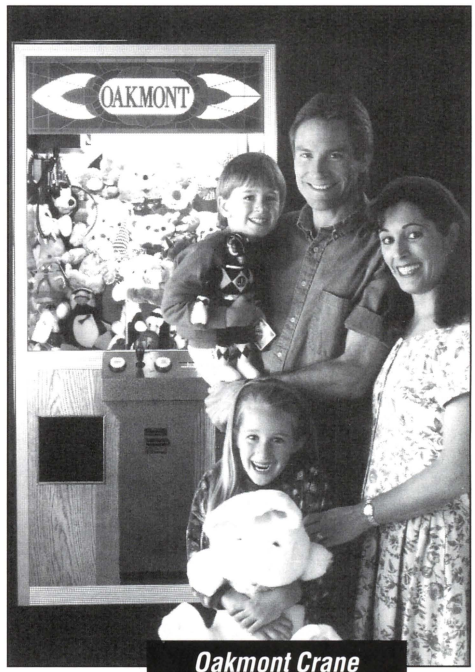



Bill has this to say about the redemption market: "I don't think the redemption industry is all about sophistication of games. A game that is too sophisticated will not work in redemption. In an FEC the majority of your customer base is made up of people who won't spend the money to master something too complicated. The initial skill level must happen quickly."

The company is located in California. The staff includes project coordinators Dave Proli, Bill Roge, Seth Thomas, John Piero, Lorne MacKinney, Sarah Coatts, and Arthur Frederick. The sales department includes Tim Jackson, Valerie Bechtold, and Luis Belasco.

Planet Earth can be reached at (818) 295-2855 or fax (818) 295-2866. ▲

# MCSI fills the need for custom cranes




Oakmont Crane

If one word best describes Mission Crane Service Inc. founder Michael Lewis it is "determined." Lewis entered the coin machine world in 1989 as a fledgling operator with two skill cranes and a lot of desire. In one year he had built his business up to 50 jumbo cranes and worked his way into the supermarket industry.

Then in 1992 the Los Angeles riots and an ongoing recession devastated his business. Undaunted, in 1993 he began a search for more promising locations and started assembling a team of experienced operators to produce a new line of skill cranes.

According to Lewis, "We focused on developing a skill crane that could not only provide a wider scope of operations, but one that could be built to withstand even the roughest treatment and highest level of use."

MCSI's long-term goals are to provide a continued source of new and profitable locations for their operators around the country. Several new markets are being targeted, and the ability to custom design equipment to meet specific location needs means the company's projected growth is limitless.

Among those who make the difference at MSCI are Lewis, president; Glenn Kassel, vice president of sales and marketing; Craig Green, director of operations; Candy Klimes, group operator coordinator; and Steve Solo, technical manager.

**Current Products**
*Colonial Crane*
*Fairmont Crane*
*Frontier Crane*
*Oakmont Crane*
*Sante Fe Crane*
*Premier Crane*

Kassel commented on the redemption/novelty market: "The redemption market is changing. Customers are more image-conscious now and are demanding better performing and better looking equipment as well as top-quality merchandise. We believe this trend will continue. Companies that step up their services and equipment will prosper; those that don't—won't."

MCSI is based in Anaheim, Calif., (800) 692-2529 or (714) 891-6422; fax (714) 891-7613. ▲

Equipment Catalog

# A strike of genius from Design Plus

Pro-Striker

Founded by Michael Seibert in 1986, Design Plus Industries of Peoria Heights, Ill., designs and manufactures coin-op sports games. Seibert first identified a need for reliable basketball games, and with that niche in mind developed a sturdy, simple, economic game called *Quick Shot*, which debuted in 1988.

*Quick Shot*'s popularity encouraged further development, and the game soon became a four-player experience. In 1990 the company targeted the arcade industry with the development of *Quick Shot* into a youth-sized game named *Bozo Basketball.*

Two years later, Seibert recognized a need for a real alley bowling game. That vision turned into the game *Striker*, which utilizes real pins and portrays the real sound and feel of bowling. *Striker*, a strikes only redemption game, is on locations in hundreds of domestic and foreign redemption centers. This month, the company will begin producing its newest game, *Pro-Striker,* a complete 10-frame, strike/spare game for one to six players, which is ideal for street locations.

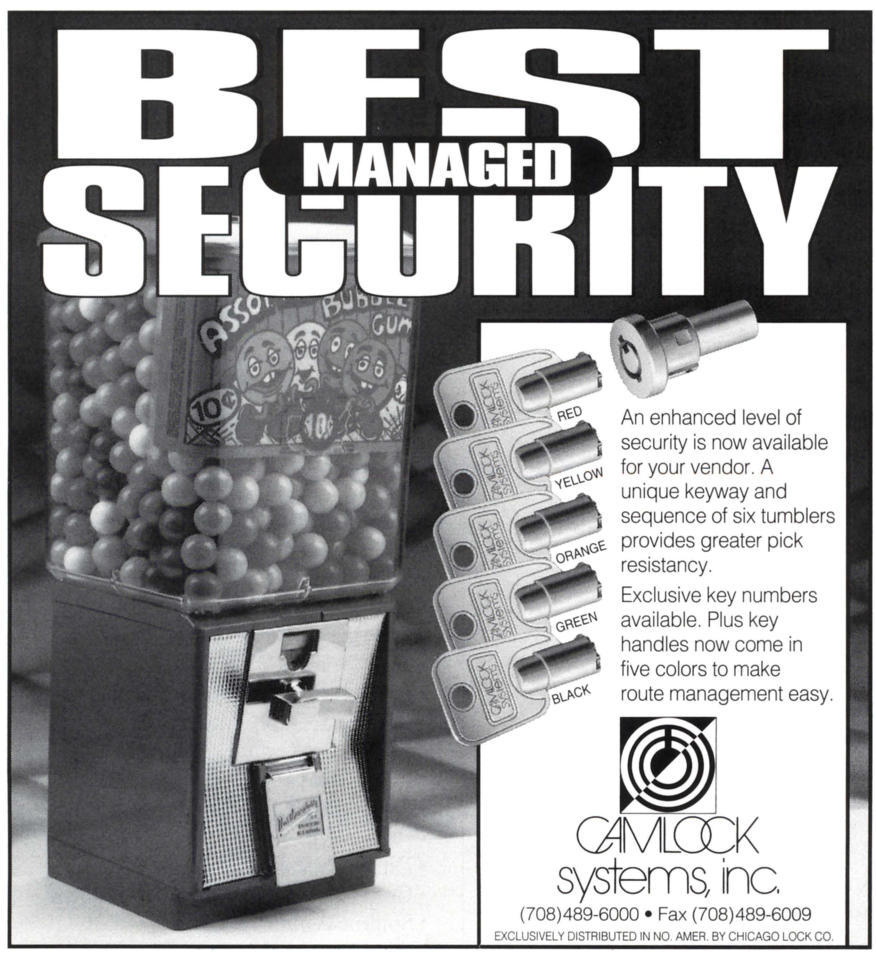
Due to the tremendous interest in *Striker* and positive response to *Pro-Striker*, Design Plus has outgrown their current manufacturing facility. The company will break ground for its new facility in Peoria this month and is scheduled to move in August.

Design Plus' goal is to continue producing sturdy, simple games that are backed with outstanding warranties and exceptional service. Company principals include Seibert; Larry Berke, vice president of marketing; Ty Seibert, vice president of operations; Laura Bendikas, research and development project manager; Montie Booth, production manager; and Kim Scott, office manager.

When asked about the company's outlook on the redemption market, here's what Berke had to say: "The redemption market can remain healthy as long as the FEC owners complete their research and work with one distributor that really knows the redemption business. Glitz, bells, and whistles may get one quarter, but play appeal keeps the quarters coming. Fast quarter drop games will continue to have their place in the FEC as long as the quantity mix is correct. After all, it is a family entertainment center not a riverboat, and that is why moms and dads bring their kids, to be entertained. The key is research, research, research." ▲

**Current Games**
*Pro-Striker*
*Striker*

BEST MANAGED SECURITY

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# Quick Guide To Games

*You've read a little bit about the majority of companies providing redemption/novelty equipment. If you saw a game listed somewhere but can't quite remember which company made it, this handy reference guide is the answer.*

### Acclaim Coin-Op
- Aftershock
- Awesome Toss 'Em
- Jungle Rama
- Miner's Revenge
- Pharoah's Fantasy
- Pirate's Gold
- Pitch It
- Ribbit Racin
- Rollin' for Riches
- Safari Roll
- Solar Spin
- Speed Bag
- Spin To Win
- Super Bank It II
- Swamp Stomp
- The Wave
- Wheelin-N-Dealin

### Advanced Games and Engineering (A.G.E.)
- Snack Attacker crane
- Challenger crane

### American Sammy
- Coin Circus
- Keroppi
- Magic Mr. X
- Mr. Magic
- Simple Simon
- Wild Wild West

### Bay Tek
- Bug Bash
- Star Shooter
- Shoot N Hoops
- Clown Rolldown
- Pizza Roll
- Fielders Choice
- Jungle Picnic
- Space Command

### Benchmark
- Caribbean Hook
- Vegas Gold
- Spin For Tickets
- Super Roll for Gold
- Camelot

### Bob's Space Racers
- Barrel of Fun
- Bowler Roller
- Bowler Roller Kiddie
- Can Alley & Can Alley Kiddie
- Frog Song
- Hot Spot
- Monkey Drop Arcade
- Pattie Cakes Kiddie
- Roll-A-Ball
- Sidewinder
- Super Shifter
- Total Eclipse
- Whac-A-Mole & Whac-A-Mole Kiddie
- Water Game (three models)

### Bromley
- Colorama
- Wheel 'M In
- Turf Champ
- Dino Rally
- Rock N Bowl
- Super Rock N Bowl
- Super Wheel 'Em In
- Prize Tree
- Space Probe
- Derby Dash
- Cops & Robbers II

### BWB Newark Ltd.
- Sunset Skill Stop
- Happy Hour Skill Stop
- Bullion Blox Skill w/Prize
- Nova Cup Finals
- Find the Lady

### CGI Entertainment Group
- Skyline skill cranes

### Classic Inc.
- Play-Till-You-Win Crane
- Jumbo Crane
- 5-foot Crane
- Single Crane
- Waterworks Crane
- Gumball Factory

### Coastal Amusements
- Air Hockey
- Mini Air Hockey
- Big Wheel Pusher
- Bouncing Buggies
- Dancing Puppet
- Dash
- Feed Fido
- Fred Flintstone Memory Match
- Hollywood
- Jungle Jive
- Kaleidoscope
- Penalty Shoot Out
- Pirate's Treasure
- Pop-A-Ball II
- Pop-A-Tac-Toe II
- Robo Bop
- Roll-Ette

### Coin Concepts
- Airruption
- Bouncing Bandit
- Circus
- The Dealer
- Dream Boat
- Old McDonald
- Froggy Fr.
- Gold Rush
- Home Run Hitter
- Lucky Lady Fortune
- Over the Rainbow
- Six Gun Saloon
- Splat-A-Rat
- Triple Play

### Data East **
- Kiss Off
- Rescue the Guppy
- World Cup Futbol

### Design Plus
- Pro Striker
- Striker

### East/West Markets **
- Mr. T's Challenge

### Exidy
- Critter
- Hot Shot
- Troll

### FunHouse Games
- Wheel of Fortune
- Ticket Tac Toe

### Fun Industries
- Copy Cat
- Kick 'N Catch
- Steer Crazy
- Pop Fly

### Fun Merchants
- Candy Man Crane
- Super Candy Man
- Gift Box Crane
- Gift Box Luxury Edition
- Top Choice 1-2 pl.
- Limited Edition Jumbo 1-2 pl.
- Limited Edition Watch
- Big Choice Crane 1-2-3 pl.
- Happy Days
- Cup Winner 3-6-8 pl.
- Roll-A-Win
- Dinosaur Valley (1-,2-,3-,4-,6-pl.)
- Gold Coast Pusher (1-,2-,3-,4-,6-pl.)
- Spinna Winna

# Equipment Catalog

- Flippa Winna
- Rage in the Cage
- Diggers Prize
- Punch Belly

### GaMCO
- Boogiemen
- Clown Dancers
- Dream Team
- Tiddly Dinks

### Games of Tennessee
- Kids Only Cartoon Theater
- Motherlode
- Pot 'O Silver

### G.L. Technology
- Putting Challenge II

### Grayhound Electronics
- Candy Shop Crane
- Championship Basketball
- Double Crane
- Jumbo Jr. Crane
- Jumbo Skill Crane
- Lowboy Crane
- Single Crane
- Super Crane
- Watch/Jewelry Crane

### Hanaho Games
- Skill Shot
- Match 3
- Spare Change 1 & Spare Change 2

### I.C.E.
- Cyclone & Cyclone Jr.
- Mouse Attack
- Iceball
- Full Court Fever
- Street Fever
- Mini-Dunxx
- Hitting Streak
- Hungry Hungry Hippos
- Flintstones
- Super Chexx
- Super Kixx
- Hootshot
- Hoopshot Rally
- Li'l Hoopshot 1-2 pl.
- Dump the Ump
- Cobra Hunt
- Shark Frenzy
- Three Little Pigs
- Mother Hubbard & Mother Hubbard mini
- Jack and Jill
- Humpty Dumpty
- Pop Goes the Weasel

### Island Design
- Spider Splattin'
- Spider Stompin'
- Tortoise and the Hare
- Tut's Tomb

### Jaleco
- Spider Splattin'
- Spider Stompin'

### Meltec
- Big Mouth
- Knock Down
- Boom Ball
- Shoot Out
- Cavemania
- Pot O'Gold

### Micro Mfg.
- Grippit Crane

### M.C.S.I. (Mission Crane Service)
- Colonial Crane
- Fairmont Crane
- Frontier Crane
- Oakmont Crane
- Sante Fe Crane
- Premier Crane

### Namco
- Belly Bomber
- Dino Bonk
- Godzilla Wars Jr.

### Noel Industries **
- Lax Rotary
- Lax Jr. Rotary

### P & E Technologies
- Catch-N-Win
- Whack N' Win

### PG&A (Phoenix Games)
- Lucky Stars
- Shot Clock 2
- Round-N-Round

### Planet Earth
- Grand Treasure Falls
- Treasure Falls
- Dinoscore
- Dinowin
- Ticket Snatcher
- Flip-N-Win

### Quick Silver
- Silver Queen
- Turbo Pusher
- Power Tennis
- Hollywood Stars
- City Cats
- Power Hockey
- Fiddle Stix

### Rainbow Crane
- Classic Toy House Crane
- Contemporary Toy House Crane
- Neon Toy House Crane
- Classic Animal House Crane
- Contemporary Animal House Crane
- Neon Animal House Crane
- Treasure House Watch/Jewelry
- Fun House Candy/Toy Crane
- Solid Oak Cabinet Plush Crane
- Mahogany Veneer Plush Crane

### Sega
- Cut the Cheese
- Sega Sports

### Skee-Ball
- Sittin' Ducks
- Skee-Ball Lightning
- Skee-Ball Classic
- Super Shot Prize Basketball
- Circus Hi Rise
- UB QB II Football
- Car Toon Racin'
- Tic Tac Toe
- Operation Vortex
- Killer Beez

### Seidel Amusement
- Smokin' Token
- Goin' Rollin'
- Lite A Line
- Quackers
- Dino Roll
- Pokereno
- Twenty-One

### Smart Industries
- Clean Sweep '96 (26", 34", 96" models)
- Rags to Riches
- Feed Big Bertha
- Holly Wood Photos
- Space Crane
- Goal Shot
- Turf Wars
- Ticket Center
- Redemption Center
- Prize Center
- Clean Sweep Jumbo (various styles)
- Candy Crane
- Classic Cranes
- Single Watch Crane
- Clean Sweep Jr.
- Shoot to Win
- Chuckles

### Spectra **
- Crazy Craters
- Rock and Roll Baseball
- Lightning Line Up

### Vend Tech Industries **
- Robo-Claw Crane

** Did not receive information for company profile ▲

# Merchandise Suppliers

### A & A Co.
1930 Greenspring Dr.
Timonium, MD 21093
(301)252-1020
(800)638-6000
Telex:4990868 AACOMD
Fax:(301)252-7137
Product Line: capsules, eggs

### A & G Dist. Co.
1321 S 30th Ave.
Hollywood, FL 33020
(305)923-5815
(800)228-0925
Fax:(305)923-5894
Product Line: merchandise

### A.L.D. Services Inc.
1901 Scherer Pkwy.
St. Charles, MO 63303-3833
(314)946-5700
(800)777-5874
Fax:(314)946-8558
(800) 77-PLUSH
Product Line: crane and redemption merchandise

### Ace/Acme Co.
1855 Industrial St.
Los Angeles, CA 90021
(213)626-0500
(800)926-2223
Fax:(213)625-0743
(800)926-1223 (Chicago)
(800)759-1223 (Seattle)
Product Line: redemption prizes and supplies; prepacks for cranes, rotaries, and candy cranes; licensed items, including plush and sports; custom imprint merchandise

### Alpha-Omega Amuse. & Sales
12 Elkins Rd.
East Brunswick, NJ 08816
(908)254-3773
Fax:(908)254-6223
Product Line: redemption center set-up and operation, service and repairs

### Best Mfg. Co.
914 E Moreland Blvd.
Hwy. 18
Waukesha, WI 53186
(414)547-5051
(800)962-4486
Fax:(414)547-0905
Product Line: stuffed toys for crane machines

### Betson Enterprises
303 Patterson Plank Rd.
Carlstadt, NJ 07072
(201)438-1300
(800)524-2343
Fax:(201)438-4925
Product Line: assortments of crane and redemption merchandise

### Bonita Marie Co. Intl.
1540 Rt. 37 W, Suite 2
Toms River, NJ 08755
(908)349-1994
(800)272-6375
Fax:(908)341-4056
Product Line: novelties, jewelry, and licensed merchandise for redemption centers; specially packaged products for cranes, rotaries, and dozers; start-up redemption kits, sport collectibles; and crane plush packs

### Button Master
P.O. Box 500
Bridgeport, PA 19405-0500
(610)941-6667
(800)523-1197
Fax:(610)941-6672
Product Line: slogans, nostalgia, and rock 'n roll artist buttons; assortments for cranes, rotaries, redemption

### Classic Inc.
Rt. 37 & Germania Station Rd.
Toms River, NJ 08754
(908)286-1120
(800)833-4667
Fax:(908)341-3361
Product Line: redemption premixes; T-shirts

### Coast to Coast Amusement Game and Plush Dist.
503 Giuseppe Ct., Suite #5
Roseville, CA 95678
(916)784-6611
(800)752-9879
Fax:(916)784-6887
Product Line: plush pre-paks, rotary pre-packs, redemption prizes

### Cope Products
45 Orchard Circle
Blanchester, OH 45107
(513)783-2036
Product Line: novelty redemption items

### Davis Music Co. Inc.
3515 McCrays Mill Rd.
Sumter, SC 29154

(803)494-3333
Product Line: nylon carrying bags for plush toys

**Dillon Importing Co.**
300 N MacArthur Blvd.
Oklahoma City, OK 73127
(405)948-1234
Fax:(405)942-4705
Product Line: toys and novelties, plush toys, redemption items, redemption toys

**Electronic Entertainment Inc.**
597 E Crosstimbers
Houston, TX 77022
(713)695-4220
Fax:(713)695-1145
Product Line: merchandise

**Ersatz Gold Co.**
P.O. Box 56
Smithfield, RI 02828
(401) 232-9350
Product Line: jewelry and watch pre-packs, closeout items, and jewelry displays.

**Express Sales**
980 W 7th Ave. Dr.
Broomfield, CO 80020
(303)466-4820
(800)858-4287
Fax:(303)466-4836
Product Line: redemption merchandise including Harley bandanas and caps; sports caps

**Frieder the Source**
8107 Bavaria Rd.
Macedonia, OH 44056
(800) 321-8192
fax: (216) 487-0550
Product Line: electronics, tools, toys, and closeouts.

**Goffa Plush**
53-01 11th St.
Long Island City, NY 11101
(718)361-8883
(800)969-7864
Fax:(718)361-0506
Product Line: manufacturer, importer, and exporter of plush animals; also do custom work

**Good Stuff Corp.**
47-00 33rd St.
Long Island City, NY 11101
(718)937-3333
Fax:(718)937-1037
Product Line: licensed products including watches, clocks, sporting goods, and computer accessories; licenses: Pocahontas, Lion King, Gargoyles, Looney Tunes, NFL, NBA, MLB, NHL, X-Men, Spiderman, Sesame Street, Cartoon Network, Betty Boop, Popeye and Franklin Sports

**Grayhound Electronics**
Lakewood Industrial Park
1915 Swarthmore Ave.
Lakewood, NJ 08701
(908)370-8500
(800)222-0491
Fax:(908)370-7884
Product Line: sports cards and dispensers; premixes for cranes, hats, baseball items, bandanas, and T-shirts

**Great American Toy Co. Inc.**
22 Sintsink Dr. E
Port Washington, NY 11050
(516)767-3400
Fax:(516)767-8080
Product Line: plush merchandise, redemption merchandise, gift merchandise, game plush, souvenir imprinted merchandise

**Hayes Specialties Corp.**
1761 E Genesee
Saginaw, MI 48601-2407
(517)755-6541
(800)248-3603
Fax:(517)755-2341
Product Line: crane and rotary merchandise; plush toys

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FAX: 703 729-8606

# Equipment Catalog

**HMS Monaco**
214-224 W 29th St.
New York City, NY 10001
(212)239-8700
(800)777-0901
Fax:(212)239-8434
Product Line: distinctive costume jewelry, unique novelties, plush, watches, and licensed items packaged for cranes, rotaries and redemption operations; specialize in custom packaging

**Hollywood Creations Co.**
135 W 20th St.
New York, NY 10011
(212)924-2122
Fax:(212)727-8445
Product Line: crane, adult novelty items, rotary supplies; novelty pack for bars, lounges, and video stores

**Hugfun Intl. Inc.**
2551 S Alameda St.
Los Angeles, CA 90050
(213) 231-1698
fax: (213) 231-6596
Product Line: quality soft plush and pre-packs

**Impressment Plus Inc.**
6217 Factory Rd.
Crystal Lake, IL 60014
(815)455-2031
(800)274-2031
Fax:(815)455-2074
Product Line: quality plush for cranes (4" to 54" items)

**Innovative Industries Inc.**
2605 Grand Ave.
Carthage, MO 64836
(417)358-6891
(800)344-7467
Fax:(417)358-1849
Product Line: prize-filled capsules in bulk

**J & H Cards**
P.O. Box 763
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(800)736-TOYS
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**Kemac Dist. Inc.**
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(908) 240-4612
fax: (908) 240-7494
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**King Plush**
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(800)473-3402
Fax:(213)834-7905
Product Line: plush; sports kits

**Laramie Interests Inc.**
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San Antonio, TX 78218
(210)829-4666
(800)232-5874
Fax:(210)824-6565
(800)237-5874
Product Line: custom plush assortments, bulk plush, licensed merchandise; redemption merchandise

**M.V.P.S.**
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fax: (214) 329-3346
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**Megacards Inc.**
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Fax:(515)472-1708
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**Mel Posin Assoc.**
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Fax:(908)417-9752
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Fax:(212)505-7160
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**Noel Industries Inc.**
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Fax:(813)784-6202
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(800)992-2388
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**RMK Sales**
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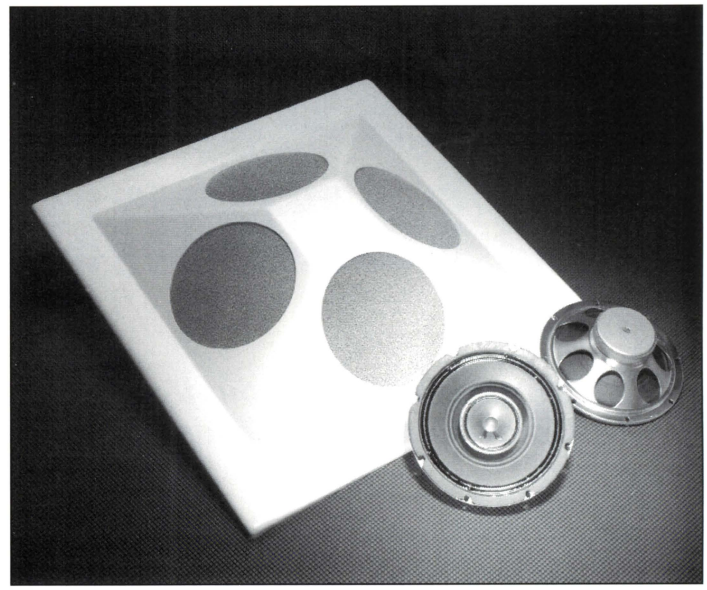

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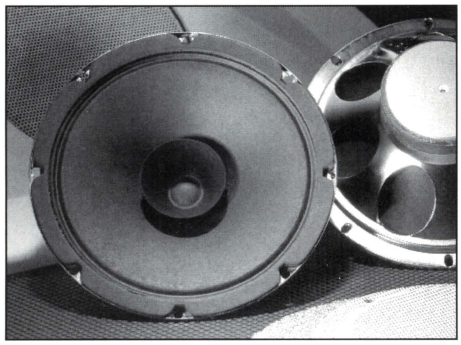

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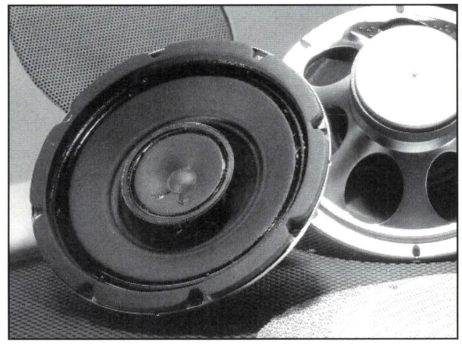

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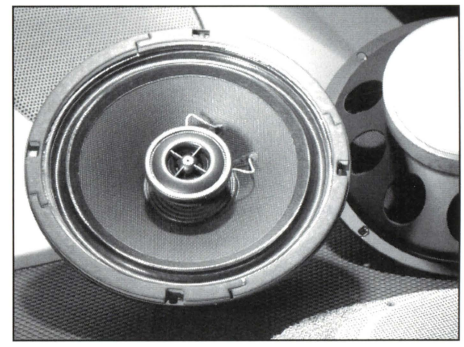

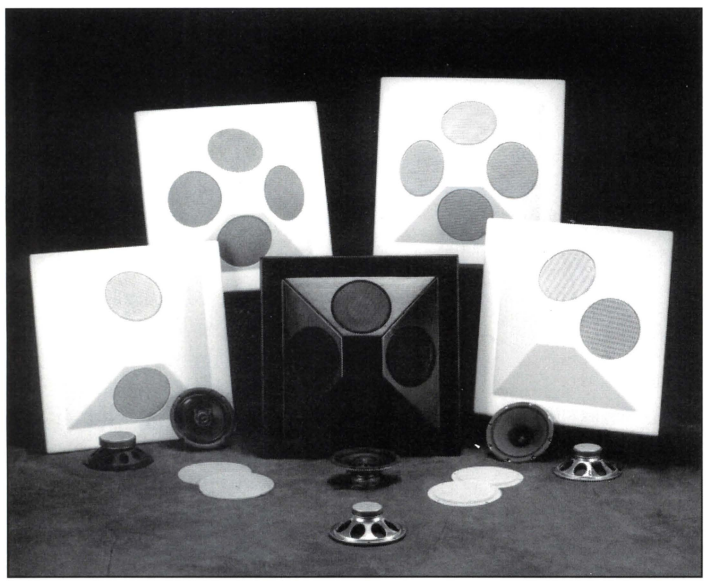

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# Are you ready to take the redemption plunge?

***One message rings out loud and clear: redemption is not for the faint of heart, but the rewards for hard work are there. Adding redemption is a surefire way to add to the bottom line.***

**by Bonnie Theard**

Much has been written and said about the redemption concept, yet many industry members are still uncertain about taking that first step into new territory. ACME '96 seminars such as "Redemption 101" and "Redemption for Route Operators" help educate and convince them one way or the other.

## Redemption 101

Moderator Michael Getlan of Amusement Consultants kept the program moving along, allowing panelists Bob Parrow of Just Games and Steve Chernin of Play-By-Play Toys & Novelties ample time to share their knowledge with the audience while adding his own comments.

Following are the down-to-earth suggestions from those who know.

**Bob Parrow:** Have a good blend of equipment to satisfy a variety of customers. The same for the prize counter—have merchandise for everyone, from slum to computers. Don't lock yourself into thinking only toys. I've had unexpected success with pewter gift items.

Word to the wise: put barriers on the sides of *Skee-Ball* games, and never stand behind a five-year-old playing *Skee-Ball.* If you have *Skee-Ball* games in a row, make sure all the balls are not in one alley.

Personally, I got sick of buying premixes and separate merchandise for cranes so I decided to fill them with different color three-cent balls that can be turned in at the redemption counter like tickets. Crane revenue went way up.

Instill the idea of "save those tickets." Have 100-coupon tickets; you can even print your own. Feature bonus days and give 10 percent more ticket value to customers when they turn their tickets in. Ticket scales save a lot of time.

People aren't stupid. Some ticket values are too high, which makes the items seem unattainable.

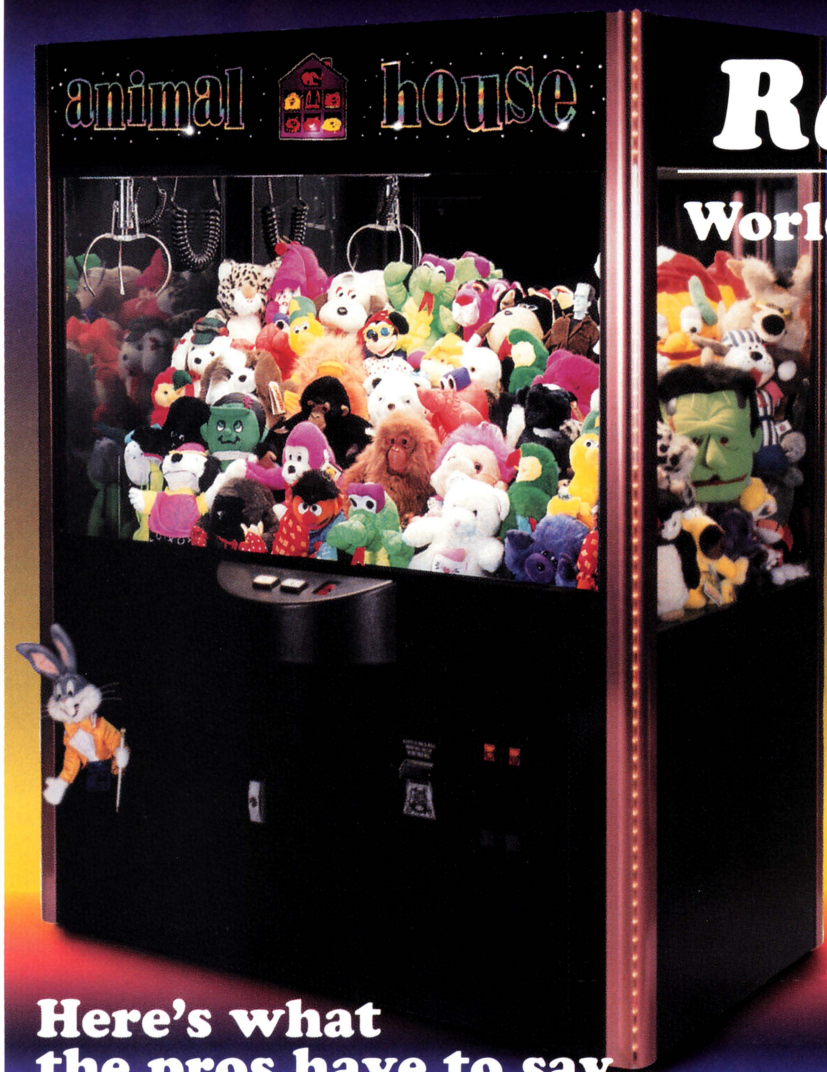
You don't have to be a big operator to get the same merchandise prices as the big guys. Go to merchandise shows and deal directly with the supply companies.

You want people to win in a controlled situation where you are not giving the house away. When you see a kid's face light up you know he will come back.

**Michael Getlan:** Visit other facilities whenever you have an opportunity.

Your average prize payout should be between 25 and 30 percent. To set ticket requirements on prizes add 20 percent to the cost of the item. If it is a $1 item, ask 120 tickets. You are replacing dollar signs with ticket values. Look at it as a retail environment. Avoid keystoning, or doubling the cost of the item. Display larger merchandise all over the center for flash. Big items add to the at-

**Steve Chernin (c) of Play-By-Play confers with attendees after the seminar, "Redemption 101."**

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In between "Redemption 101" and "Redemption for Route Operators," (l-r): Alex Siao of Mimi Bear's World, Frank Seninsky of Alpha-Omega, and Michael Getlan of Amusement Consultants.

traction of your facility.

Remember this equation: high entertainment value games equal a low ticket payout; low entertainment value games equal a high ticket payout.

Prizes generate business.

Distinguish between the local market and the transient market. You want the local market to have some unredeemed tickets so they come back.

Attend merchandise shows such as the Variety Show in New York, the ASD show in Las Vegas, and the TransWorld show usually in Chicago. There are closeout goods and great bargains to be had.

Be sure display cabinets are well lighted, bins are filled, and items are dusted and lined up to look neat and appealing.

Remember that tickets are cash. Operate under strict security. Sign for the tickets, lock them up, log them when putting them into machines. Mark bags of tickets by work shifts. If the staff thinks you're not paying attention, it's open season. Control your inventory.

Walk the floor and play the games.

Change merchandise constantly and theme for holidays. Try a different color for every month. Be excited about what you do and it will translate to your locations.

An educated consumer is our best customer.

Experiment and network to create new markets and new interest. Keep an open, flexible mind. Look for new ideas and talk to each other. People who are not direct competitors may have some really cool ideas.

**Steve Chernin:** There are four categories of merchandise:

1. Slum/change makers—tatoo stickers and plastic toys— costing one cent to 10 cents. Good for anyone with a small number of tickets or a few tickets left over from a larger exchange.

2. Small toys—bracelets, 32mm-size superballs that pass the choke tube test—costing 11 cents to $1.

3. Medium toys—plush, small electronics, licensed items, little jewelry boxes—costing $1.01 to $5.

4. Expensive toys—bicycles, TVs, VCRs, large plush, name-brand merchandise—costing $5 up.

Stable items include whoopie cushions, hand buzzers, finger traps, small licensed merchandise such as Mickey Mouse or Sesame Street figurines. Be sure to get toys for girls and boys.

Clear Lucite bins look better than any cardboard display boxes that may come with prizes. Plastic cookie jars are also good to hold merchandise.

The trend is to licensed items in plush and novelties, recognizable names such as Looney Tunes, Coca-Cola, NBA and NFL sports merchandise. Be careful, some licenses fade in and out. Evergreen licenses are national sports teams such as the Orlando Magic and Chicago Bulls, for example.

For merchandise ideas sit down with your kids, look at Saturday morning cartoons, and read entertainment magazines.

In terms of seasonal items, remember secondary holidays such as Mother's Day, St. Patrick's Day, and the Fourth of July. Start two months before the holiday or special day hits. For Valentine's Day, look for items with a heart that does not proclaim Valentine's Day so it can be used after Feb. 14.

Candy is doing very well. Almost every ticket category suits candy. Top off the candy items at $1. Candy provides instant gratification. Stay away from chocolates which melt under the lights in the redemption center. Join a local wholesale club for candy purchases.

Other suggestions from the panel:

Move games around in the location; people buy with their eyes.

Every location is different. Some start with 75 percent non-redemption games and 25 percent redemption;

From left: Steve Chernin of Play-By-Play, Michael Getlan and Elly Remocker of Amusement Consultants.

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others go with 60 percent non-redemption and 40 percent redemption.

Resist requests to sell items from your redemption counter.

Your redemption counter is for redemption. If you want to sell anything direct, set aside a separate retail area with different merchandise.

The greatest challenges to this industry are the Internet and home games. What do we do to get players out of the home? Redemption anyone?

Bob Parrow of Just Games fields questions after speaking on the panel of "Redemption 101."

## Redemption for Route Operators

Frank Seninsky of Alpha-Omega was a one-man show. His two decades of industry experience provided the audience with unique insights into redemption:

Don't ever forget perceived value. We buy wholesale and customers only know the retail value.

Don't rip off your customers. If someone spends $20 on games and only receives $2 in prizes, you are missing the whole idea.

The average price of a redemption game is $4,500; allow 50 square feet per game.

If you are a good redemption operator you have a good future in this industry.

There are no such things as factory settings; you must consider your location and your customers. I can only give a range to set your payout; I have to know the other games in the location because they all depend on each other.

If you find a game is giving out too high a payout, bring it down gradually. Don't set all games at the same payout—that's the kiss of death.

Redemption is a balancing act. When a game starts doing terrible, you have a few months to figure out how to make more from the game in a short time before you either move it or sell it because the handwriting is on the wall.

No matter what you do you must stay humble. The location brings in the people. Your job is to capture the per capita of every body that goes through the door. The average per capita for the leisure experience is $2 to $3. Comparable leisure spending is $10 for a two-hour experience.

It's a myth that you don't have to rotate redemption games.

Redemption games need a lot of attention. Use teams of two or three people to recondition redemption games and make them work right. Redemption games take four to five times more tender loving service.

> ***"The worst thing you can do in your business is not get into redemption. You won't make it on video alone."***

The game room layout is critical. Put games where the people go; don't put them in the corner. They can be clustered in the middle of the floor and by the redemption counter. Game clusters bring in higher revenue. Proper placement means you can make more money with fewer games. Having games in circles is more interesting than lining them up on the wall.

To keep customers coming in you must redecorate and do more marketing.

Have training sessions with the location's staff so they can unjam tickets and handle minor time-consuming repairs that can avoid service calls which are expensive.

Be flexible. If a location wants to buy their own redemption games, OK. Don't pass on the location. The notion of "If I can't do it all I don't want any of it" is not a good attitude in today's market. They may find out you can do it much better.

Customers are smart. Don't mark up the points on prizes thinking you will make more; it's a critical mistake.

If people can buy items from your redemption counter you've ruined the perception of value.

Watch the noise levels and lighting in your locations. When someone gets a headache from noise or harsh lights, or becomes otherwise uncomfortable, they leave and don't spend any money.

Weigh shredded tickets and store them in large plastic bags. Know how much weight should equal the amount of prizes that have been redeemed. Discrepancies will stare you in the face. We studied redemption games and women playing in groups and found that when they are in a group they don't want to leave anyone out. They walk up to the largest group of games so all can participate. Keep this in mind.

Promotions with redemption are endless. For example, color tickets for little giveaways. Make parties more interesting by having a tournament on *Skee-Ball* games where the kid with the highest score gets all the tickets from all the machines.

The worst thing you can do in your business is not get into redemption. You won't make it on video alone. ▲

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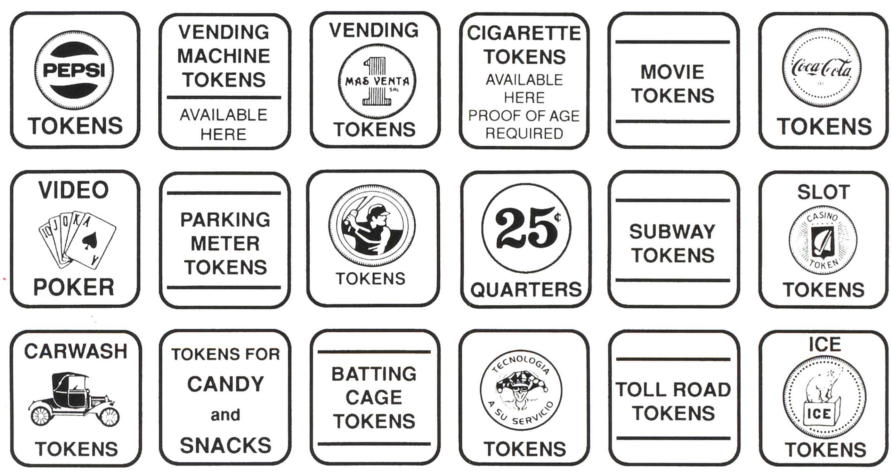


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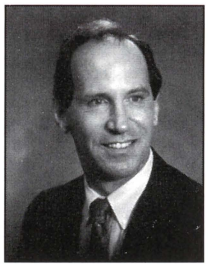
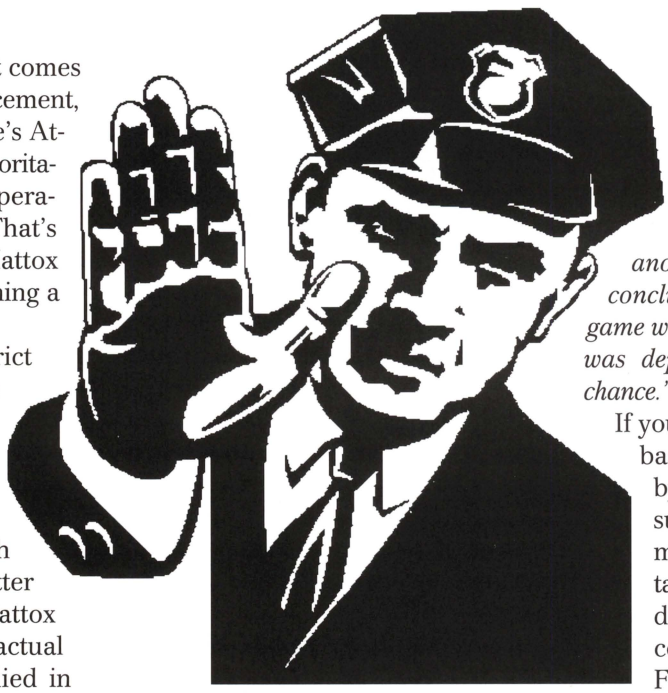


# Consultation with law enforcement-an option?

***Police consultation is no comfort to the operator. Neither is police consultation a substitute for statutory reform. Here is the story of one operator's experience to illustrate my point.***



Would you say that when it comes to consultation with law enforcement, a written opinion of your state's Attorney General is about as authoritative as it gets? In 1985, the operators in Texas believed this. That's when Attorney General Jim Mattox issued a letter opinion concerning a pusher-type game.

Apparently, the Waco District Attorney who requested the opinion had supplied a detailed description of how the game worked. It had an aimable shooter, a stop button, and house holes on both sides of the playfield. In his letter opinion, Attorney General Mattox referred to these features as factual assumptions on which he relied in giving his opinion. There was another assumption involved, too: the player's skill is a material part of the game.

Attorney General Mattox's letter ruling concluded: Accordingly, assuming that the foregoing description of the game is accurate and that the degree of control over the operation of the machine is the same for every player, we conclude that the Bulldozer/Pusher machine is not a gambling device ... because the award is not determined by chance.

It appears that for five years, operators in Texas relied on this ruling, even though, technically speaking, the letter was unpublished. Then in 1990, an operator who was using 24 machines that had all of the features mentioned in Attorney General Mattox's opinion, had them all seized by the police. At first, the operator's employee who was in attendance when they were seized was prosecuted for criminal gambling. The charges against him were dropped, eventually. However, the state proceeded with a forfeiture action. The operator won at the trial level, but the Court of Appeals overruled the trial court. In doing so, the Court of Appeals said this of Attorney General Mattox's opinion letter:

*"We find the conclusion reached in this unpublished letter is clearly erroneous in light of the statutory language that a gambling device is one whose outcome is determined by chance, even though accompanied by some skill. Furthermore, in a published Attorney General's Opinion, another former Attorney General concluded that another penny falls game was a gambling device, because it was dependent to some extent upon chance."*

If you make an equipment decision based on the opinions expressed by law enforcement, prior consultation with law enforcement may (or may not) give you a mistake of fact or other due process defense. However, I call this cold comfort. Nothing more. Further, as happened in this example, you can still lose your equipment after a costly trial.

I'm not saying that consultation is a bad idea. Where the police are willing to consult, it can be a good step to take. The trouble is, the police are usually unwilling to consult. In his letter published in last month's edition of Play Meter, Deputy William Riedthaler said: "I have never known a police department or sheriff's office to refuse to examine or give a written opinion on a machine submitted to any agency for examination as to the legality of a device."

From our own experiences, many of us will disagree with Detective Riedthaler on this point. (Of course,

our disagreement is with the utmost respect for both the detective and his opinion.) Rather, across the country it appears to be the norm for law enforcement either that they won't engage in this sort of consultation or (if they are willing to consult) will only state their opinions off the record.

There is a second problem with consultation. What if you find yourself in disagreement with law enforcement? Let's say that (this actually happened, once) law enforcement believes in the principle that it must be possible for the average player to win any prize displayed in the playfield of a merchandiser. After all, this proposition is not unreasonable. It has been relied on occasionally in the jurisprudence of redemption games. So you ask the officer to look at your crane, with plush inside. The officer says, "You may only have one layer of plush. If you pile in the plush, then on any given play, the player won't be able to get at the items on the bottom."

Now, this is unreasonable, but what can you do? If you're determined to have your crane, it's court time. This is expensive and your rights to a declaratory judgment or an injunction are uncertain, at best. Most important, turning to the courts for relief makes law enforcement your adversary. This is just what you don't want.

I have used an example of an unreasonable view of a game by law enforcement. This was only to make a point. In the experience of many of us, law enforcement is usually reasonable. However, law enforcement often approaches redemption game consultation conservatively: When in doubt, keep it out.

We need a clear standard that won't put us in a position of having to ask the police for guidance about what is lawful in redemption. Police consultation, when available and reasonable, still has its practical problems. When it comes to gambling enforcement, the police are spread thin as it is. What if many manufacturers and many operators all decided to ask the police? A fair evaluation of a redemption game can be time consuming and technical. Can the police really be expected to assume this burden?

Then, there is the other part of the question: What legal standard applies? Detective Riedthaler implies that it's not at all unsettled. Again, I have to disagree with the detective-with the utmost respect, of course.

To explain why I say it's an unsettled area of the law, I can tell you a few things about the law of Detective Riedthaler's jurisdiction: Ohio.

In 1956, the Supreme Court of Ohio held that a Skill Pool machine was a gambling device. It offered free replays, and the player's skill determined how many replays were awarded. No matter, said the court:

*"In our opinion, the mere fact that the determination as to whether an operator ... will be entitled to replay the machine free, may be dependent on the skill of the operator, does not require the conclusion that such machine is not a gambling device."*

Now, that's a clear standard-and unacceptable to most readers of Play Meter. By the way, the Ohio Supreme Court doesn't have to hear your appeal, in most cases. In the Skill Pool opinion it explained that it decided to consider the appeal, to settle conflicting opinions of the lower courts of appeals. So until 1956, whether you could have redemption in Ohio wasn't clear.

Fortunately, in 1974 the Ohio legislature changed the code definition of gambling a little bit. From then on, the prohibition was of a game the outcome of which is determined largely or wholly by chance. Commentary published with the new code said that this was no change in the Supreme Court's 1954 redemption standard. Operators had to turn to the courts again, and the case wasn't decided by a court of appeals until four years after the code was changed. Finally, the Ohio Court of Appeals told us that skill-predominant pinball with free games wasn't against the law in Ohio any more. End

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of story? Nope.

The focus of the executive branch then seemed to shift from pinball to video poker. Here, we have to comply with a statute which prohibits a game of chance. It says that a game of chance means poker, craps, a slot machine, a punch board, or other games in which a player gives anything of value in the hope of gain, the outcome of which is determined largely or wholly by chance.

What if you have a video poker game where the outcome is not determined largely or wholly by chance? The Court of Appeals had to decide many cases on this issue. Finally, but not until 1988-14 years after the code change-the Ohio Supreme Court consented to hear an appeal on the issue. In its opinion, the Supreme Court said, *"....To settle this issue once and for all, we specifically hold that the General Assembly appropriately determined poker to be a game of chance."*

I see two things in this. First, the highest court in the state acknowledged that for 14 years, the point had been unclear. Second, in its own search for a clear standard-even if that meant prohibition-the court said in effect that a video poker game is a gambling device even if the game involves substantial skill and very little chance. Here again, when left to the executive branch or the courts, the search for a clear standard can lead to prohibition and injustice.

Now, there is also the matter of alcoholic beverage regulation in Ohio. Outside a licensed liquor establishment in Ohio, the prosecution must prove that a device is intended for use in gambling. Mere possession isn't enough. (There are other elements which the prosecution must also prove.) However, the alcoholic beverage regulations say that mere possession, without any proof of intent to use for gambling, is enough to be a liquor violation. Another example of the search for the clear standard, with a result that falls heavy on the operator's shoulders.

Then there's the example of our brethren in the traveling show business. They wanted a clear standard for midway games. The result has proved to be a good story of what can be accomplished by regulation. State fairs are supervised by the Ohio Department of Agriculture. It is authorized to issue technical regulations for midway games at fairs under its jurisdiction. It develops its regulations after input from the public. The Ohio Showmen's Association often participates in the rule-making process. It has standards for games like milk bottle toss and shoot out the star. It also has standards for cranes.

In an event under the Department of Agriculture's jurisdiction, the traveling show operator can be comfortable in knowing that if his midway complies with the technical standards, it is within the law. (I think the standards are well worth complying with, no matter where you are, but like any general idea, you can't follow this one blindly.)

**"We need a clear standard that won't put us in a position of having to ask the police for guidance about what is lawful in redemption."**

OK, this is what happened to an Ohio operator who wasn't in a fair under the jurisdiction of the Ohio Department of Agriculture. The crane standards had just been published. The operator complied with them. Local law enforcement came to confiscate the crane. A Department of Agriculture inspector happened to be there. He tried to explain that the crane complied with the standards. The officers asked him not to interfere. He complied, but started taking pictures. They then arrested him for obstruction of justice. (He was later released and there were no charges.) All of this happened long before I started writing this column. These are examples of why I say that it isn't me who is trying to muddy the water. The water (at least in Ohio) has always been turgid.

A police officer who is willing to consult with operators, be reasonable, and commit findings to writing is a godsend, and is not always to be found. Law enforcement shares with our industry the burden of an unclear standard for amusement redemption. Consultation with law enforcement, when available, is in my view good but not reliable. However, in too many places, until there is code reform, it's the only option we have. ▲

*Tom, a St. Louis-based attorney specializing in industry issues, asked us to remind you that his column is commentary and not legal advice.*

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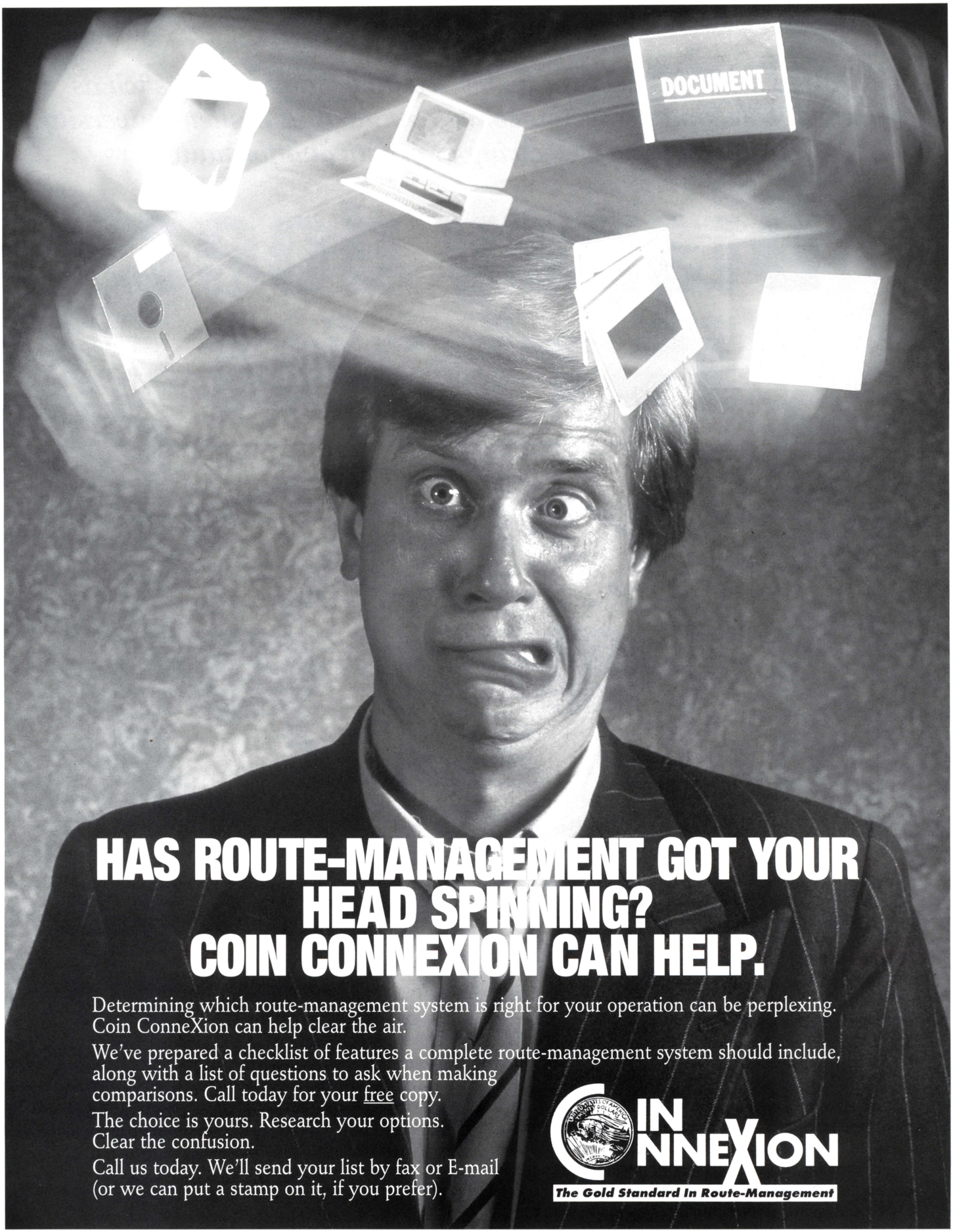
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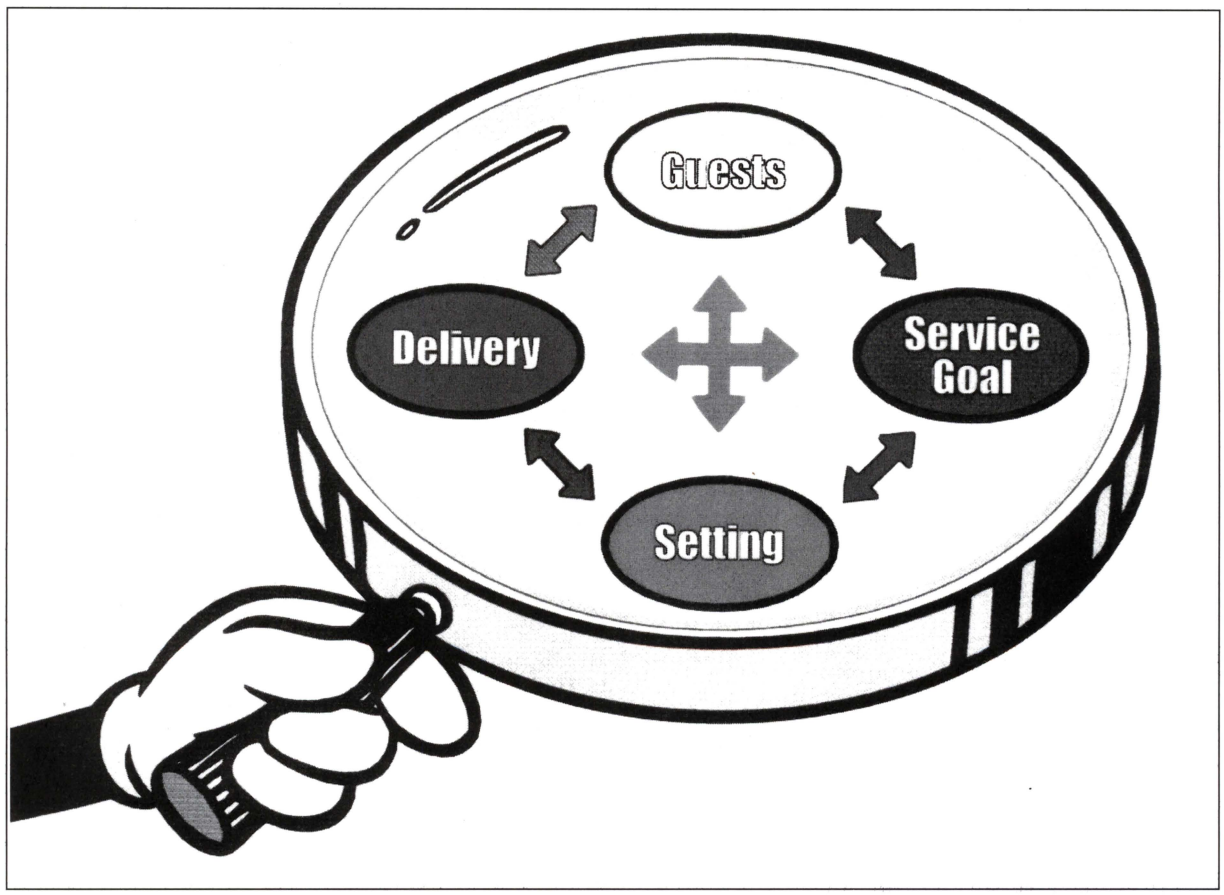
*Mention the term "halls of higher learning" and names such as Harvard, Yale, and Princeton come to mind. Add Disney University to that list for a wellspring of practical information.*

# Disney does it right




**by Bonnie Theard**

A trio of early morning seminars at ACME '96 scored some of the best attendance records since the video lottery sessions of '91 and '92. All were hosted by members of the Disney University Professional Development Programs on the topics of management, service, and creativity.

Each session lasted 90 minutes compared to the normal three-and-a-half days if scheduled at the Disney complex. What show attendees got was a concentrated dose of quality service strategies practiced at the Walt Disney World Resort. The goal: return to your company with a plan for evaluating and enhancing your service techniques.

Here is a condensed version of the session, "Service, Disney Style," where attendees found out that service is no Mickey Mouse affair.

The session was conducted by an affable Jim Cunningham, program manager of business programs for Disney U.,

**Jim Cunningham (l) of Disney University with an ACME '96 attendee during a break in the session, "Service, Disney Style."**

who blended humor with gems of wisdom and generously doled out small figurines of Disney family characters (Goofy, Donald Duck, Minnie Mouse) for correct answers from the crowd.

Cunningham opened by saying, "The front line is the bottom line. Beyond that, in the service industry, whether in theme parks or arcades, it's 10 percent product and 90 percent service."

According to Chevrolet, said Cunningham, we are all "kamikaze consumers," meaning there is no product loyalty. Just because your grandfather bought a certain brand of car doesn't mean you will. Service is the element that will draw and keep customers.

He admitted, "In the '80s we (Disney) almost lost it. Remember, when you're coasting you're going downhill." Cunningham stressed that "the guest is at the center of everything we do."

Even at the Disney level, for every subsequent visit the Wow! factor is different. He added, "In a service industry everything speaks: the machines, the trash cans, the peeling paint. Little subtleties make a big difference. There are 60 opportunities to create magic moments. But one tragic moment takes 37 magic ones to get the guest back." At Walt Disney World Resort, where 64 percent of park customers are repeat customers, that fact has been noted well. "If I'm doing my job right," says Cunningham, "they will be repeat customers and maybe advocates."

**"There are 60 opportunities to create magic moments. But one tragic moment takes 37 magic ones to get the guest back."**

The Disney team has carefully researched its customers and found that most families save for two-and-a-half years to make the trip to the resort. There's more: 38 percent are from the Northeast, 23 percent are outside of the United States, 51 percent fly to the destination, and 44 percent drive to the destination. Disney knows their needs and emotions and tends to them, making every family feel that it is the most important family in the world.

"The number one need of Disney guests is stress reduction," explained Cunningham, "the need to escape reality." He advised his audience to similarly define the needs of their guests. Ask, What makes us different? The difference will be the measure of success," he said.

Disney is moving away from mission themes and moving to service themes, he said. Under the service banner comes communicating messages internally, creating an image of the organization, and clearly defining an organization's purpose.

"We create happiness, that's what we do," he affirmed. "We create happiness by providing the finest in entertainment for people of all ages everywhere."

He ranked service standards this way: 1) safety, 2) courtesy, 3) show, and 4) efficiency. "Make decisions based on this order," he recommended, "and never sacrifice safety." ▲

By Steve White

# Nolan Bushnell's E2000 looking to the future

When industry pioneer and video game inventor Nolan Bushnell decided to come back to the amusement game fold he wrote three business plans, three different strategies of attack so to speak.

The first two dealt with the home market, which he concluded was already controlled, and the coin-op market, also a tough go without a "good acquisition." The third area of business, location-based entertainment, held more promise for Bushnell's goal of creating a new industry paradigm. Thus, the birth of E2000, Bushnell's conceptual model of tomorrow's game room which he calls a digital entertainment center.

**The inventor of the video game is back with an idea that could revolutionize the game room business as we know it through the use of affordable networked competitions and software driven amusement experiences.**

The Media City Center mall in Burbank, Calif., will be home to the first E2000 in a 34,000-square-foot facility. Opening is scheduled for this summer with additional California locations being planned for Sunnyvale and San Diego or Sacramento.

"This is a way to restructure the game business for the next century," said Bushnell of the facility that will include a networked game room, online Web pub with 42 computer screens, restaurant with five theater dining rooms, retail merchandise store, and creative play area for small kids.

While Bushnell was confident in the concept's ability to generate revenue and

said an initial public offering was being considered, he held back on a few of the details. "I want to be open but strategic."

At the core of E2000 is the notion of bringing back affordable entertainment that is time perishable much like first run movies. This is possible in a facility that is largely software generated and, therefore, reprogrammable, according to Bushnell. The entertainment experience will essentially revolve around linked flying, driving, and shooting games.

In giving a seminar on new entertainment concepts at ACME '96, Bushnell outlined his plan, which was born when he was given the opportunity to participate in simulated military war games.

"I've never had so much fun in my life," he said. "It was awesome. You get all the kicks without any of the pain. No one gets killed. You just get pleasantly transferred out of the action."

E2000 will focus on bringing these same experiences at a low cost—$10 an hour or less—to players in competitive and league formats on multiplayer, network-based games. Players will be able to go head-to-head or play against each other in four- and eight-person teams with a far reaching goal of achieving all-out combat with a software-driven battle involving thousands of players.

"We will ultimately link our facilities so they can compete against each other," Bushnell explained. "The objective will be to have one facility go to war against another."

Game play areas will be separately designed for older and younger players, with appropriate interactive activities available for younger players, Bushnell said. "If you think you can get away with mixing little kids with teens you will fail."

## Mom's veto power

While it may be important to create a facility that accommodates different age groups of younger players in different ways, the most important customers are the mothers. Keeping Mom happy is important in ensuring that she doesn't use her veto power in choosing where to take the kids.

**"You get all the kicks without any of the pain. No one gets killed. You just get pleasantly transferred out of the action."**

That is why E2000's five theater dining rooms will be equipped with 10-foot VGA screens and arm chair keypads so that relaxing mothers can engage in a more sedate game of "Family Feud" or "The Price is Right" while their children are battling it out in the game room.

Other possibilities for the theater dining rooms include Academy Award, election-night, and sporting event programs that will tie in well with local media for cross promotion. They may also be used to test audience reaction to new products and serve as a good venue for live performances.

## Birthday party curse becomes a blessing

Although Bushnell's initial fame resulted from his founding of Atari and revolutionizing the game business, his next successful venture, Chuck E. Cheese Pizza, helped create another industry outgrowth—family entertainment.

The backbone of that venture was the birthday party, a blessing and a curse which Bushnell said was "comparable to a root canal" but significant as a revenue generator.

One of the main problems is creating a real show for the customer while separating the event from the flow of everyday business. Again, technology has provided the answer.

By holding the parties in smaller rooms, but projecting the birthday child's video image on the screen in a story setting of their choice, E2000 will separate the party from the regular flow of customers but create a larger-than-life experience.

"Now all the other kids are going to want to have their own (party) time flying around on the wall," Bushnell predicted. The same technology can also be used to let kids star in their own seven-and-a-half-minute movie which is then stored on video tape for home viewing. "You can't believe how good the kids look. It's take home value. The kids like it. The parents like it."

## The edutainment factor

In addition to the entertainment market E2000 hopes to create, Bushnell said the facilities will also venture into the educational and corporate world by offering a working research and media center for both students and business people.

The centers will open early in the morning offering educational computer activities that Bushnell said should generate $2.5 million in sales in the first year. By easily reprogramming the networked game room, the facility hopes to attract a day-time crowd of mothers and smaller kids and after school business from older kids. Educational activities will be heavily focused on computer skills.

This type of venue also lends itself well to corporate conferences with all of the audio/visual equipment already on hand. Bushnell said E2000 should be able to compete with hotel seminar/convention facilities, where much of the same equipment must be supplied by other sources.

## Breaking the mold

Central to the notion of E2000 is flexibility and change. Even the plain walls of the facility will be washed with video projections that can be changed and re-themed at any time, producing a dynamic and interactive environment.

It's a notion that's integral to Bushnell's life and career. As a college student the young visionary wrote a paper on what it takes to achieve success in which he concluded that a steep learning curve is essential. That entailed making a radical change in one's life every five years or so.

By unconsciously following that same path, Bushnell has found himself back where he started. "When I hit 50,

I looked back and said maybe the fact that I spent a lot of time on the carnival midway in my formative years was significant," he recalled.

In pursuing E2000 Bushnell may be blazing a trail similar to the industry revolution that followed the introduction of Pong. According to the creator himself, that change is past due.

The business, Bushnell told the seminar crowd at ACME, is on a downward cycle that is driving away mainstream players, and those who stay are being priced out of the market. "The coin-op industry is increasingly focusing on the choir and not the congregation," he said. "Games over time shed players until you get a small core of tournament players."

Designers continue to target newer, faster, more complicated fighting and sports games at that core of players, mainly boys ages eight to 18. While this may ensure some level of success, it also hurts the industry as a whole, Bushnell said. "It does nothing to pull new players into the marketplace."

Spurring this focus on the part of coin-op manufacturers is the need to maintain a market share in relation to home game sales. But trying to compete by building more expensive games, and in turn charging a higher price per play, is a bad idea when trying to market games to children, Bushnell continued.

"To draw players out of the home costs lots of money so we have to charge a lot to put a great computer in a particle board box," he said. "But if you really want to put the final nail in the coffin of this business, get a dollar coin. We expect kids to come and spend a buck on their way home from school or on weekends, I don't think so."

With most household incomes coming in under $36,000 annually, Bushnell went on to say that the coin-op industry is "pricing thousands of kids out of the market place" when less than an hour's worth of entertainment costs $20.

Arcade game coin drop already compares with the movie industry, both of which can be seen as the first window of entertainment exhibition, in generating up to $6 billion annually. But the amusement game business can learn a good deal, and possibly generate additional income, from their entertainment siblings in Hollywood, according to Bushnell, by generating enthusiasm over a new title.

"Movies are advertised; games are never advertised," he said, noting that moviegoers realize the short longevity of a movie in the theater. "I believe we are missing one of the real opportunities to create pull. Advertising works. We're a business that doesn't advertise to the general public. That is curious. Time perishable entertainment is necessary."

With E2000, Bushnell hopes to generate exactly that type of enthusiasm by combining promotional and marketing techniques with the ability to reshape the environment and continue to offer affordable entertainment. ▲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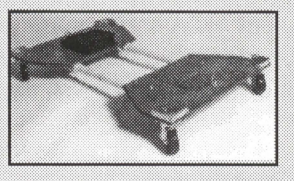

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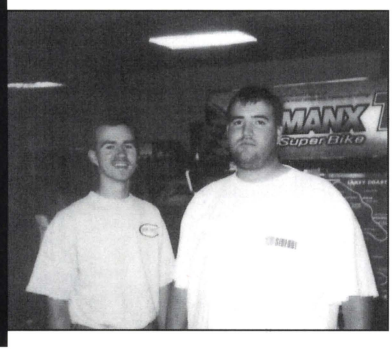
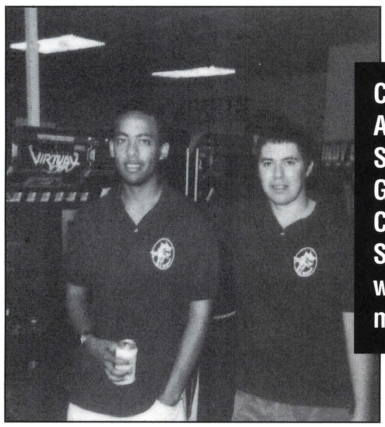
## Betson Pacific

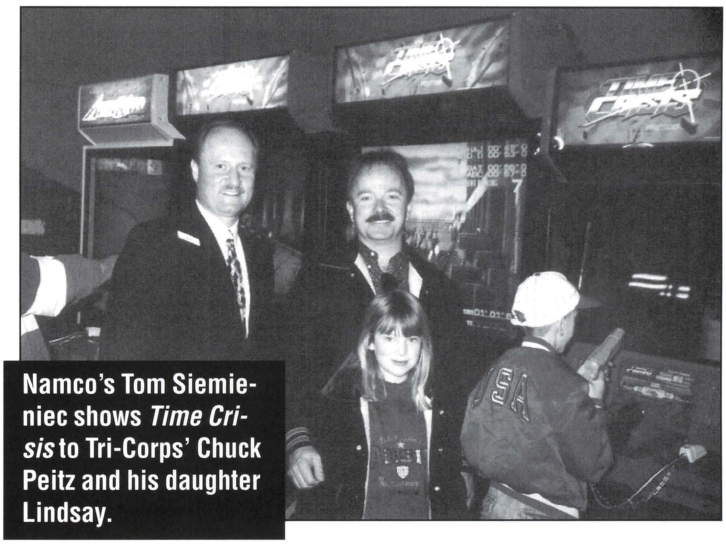


The event in Buena Park, Calif., drew a great crowd including Casey (l) and Fred Thornbury from West Coast Services, Riverside, Calif., in front of Sega's *MAXX TT Super Bike.*



Chris Wilson (l) and Aaron Blean from Southern Hills Golfland, Stanton, Calif., got to see Sega's *Virtual On* as well as other equipment.

## Betson Philadelphia

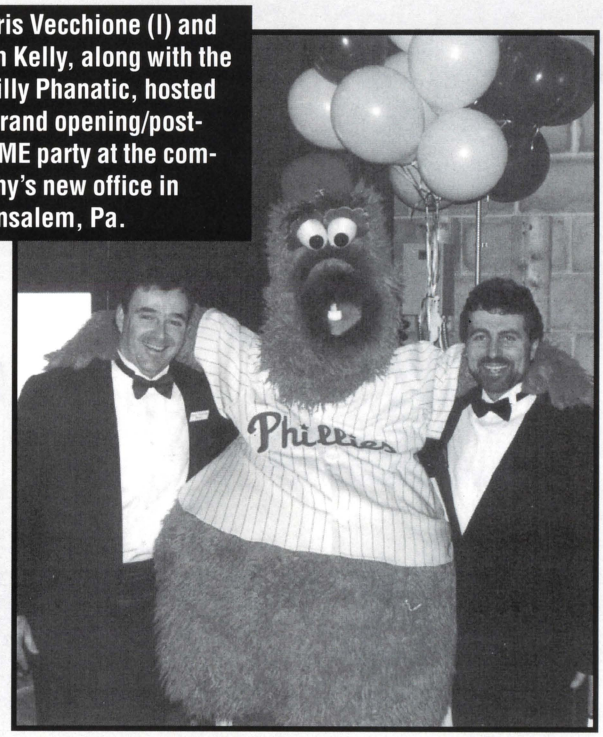


Namco's Tom Siemieniec shows *Time Crisis* to Tri-Corps' Chuck Peitz and his daughter Lindsay.

More than 500 people showed up to see a wide range of product including Rowe's *LaserStar Venus,* (l-r): Betson's Joe Moffet, Rowe's Joel Friedman, Betson Philadelphia general manager Irv Spinak, and Betson president Joe Cirillo.

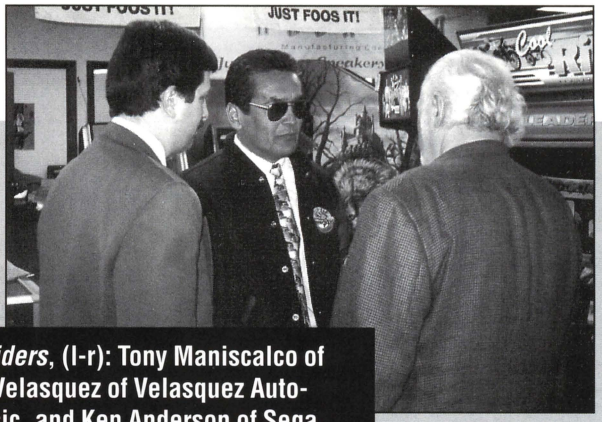
## Mondial Bensalem

Mondial executives attending the grand opening, which drew more than 400 people, (l-r): Anthony Yula, Matt Tarantelli, P.J. Mastracchio, Jim Kelly, Chris Vecchione, and Mike Publicover.

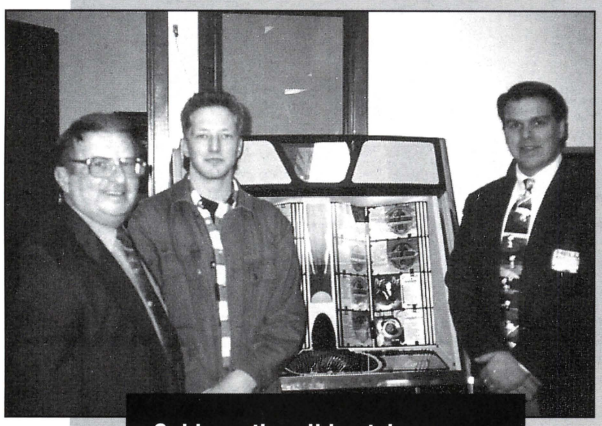


Chris Vecchione (l) and Jim Kelly, along with the Philly Phanatic, hosted a grand opening/post-ACME party at the company's new office in Bensalem, Pa.

## Atlas Chicago




By *Cool Riders*, (l-r): Tony Maniscalco of Sega, Ed Velasquez of Velasquez Automatic Music, and Ken Anderson of Sega.

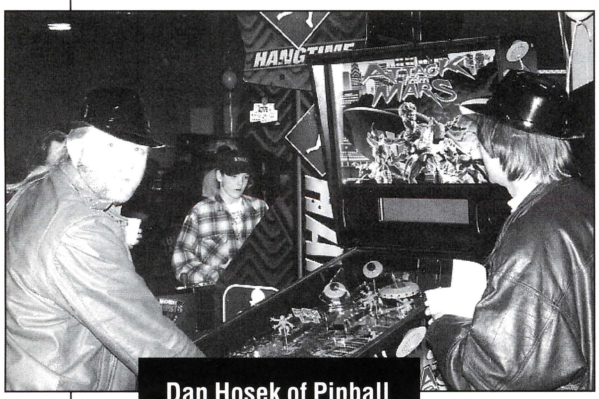


Cold weather did not dampen enthusiasm for the March 21 Atlas event, (l-r): Frank Shultz of Rock-Ola, Kurt Hill of Hemisphere, and Dan McAllister of Rock-Ola by the *Legend*.

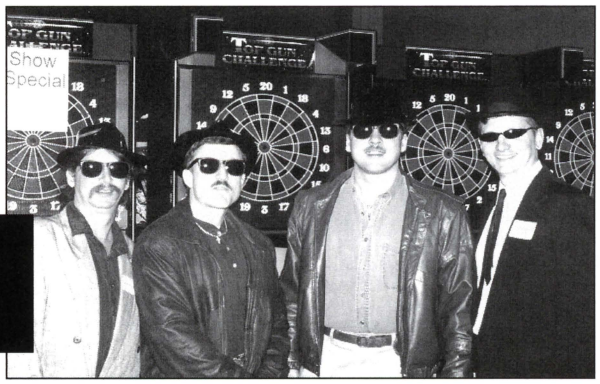
Conferring, (l-r): Chuck Morton of Acclaim Coin-Op, Tim Jackson of Planet Earth, and Scott Lippman of Atlas.

## Betson Pittsburgh

At Betson's "Lunch with the Blues Brothers" March 23, (l-r): Bob Busche and Jim Wittler of Betson, Lou Bruzanno of Rowe, and Lee Ivory and Lou Larson of Betson by the Rowe *LaserStar Venus*.




Dan Hosek of Pinball Perfection plays Bally's *Attack from Mars*.




From left: Jim Tartal and his friend Guy of Zucco Vending, Ange Gevidonie of Arachnid, and Bob Busche by arachnid's *Galaxy*.

# Tornado tour kicks off in Long Beach

The action was fast and furious at the Tornado Hall of Fame Classic.

The 1996 Tornado Table Sports pro foosball tour kicked off Feb. 16-18 in Long Beach, Calif., with the second annual $35,000 Hall of Fame Classic. Well over 1,200 total entries were racked up over this three-day event, demonstrating the growing popularity of competitive table soccer.

Legendary pro player Doug Furry from the greater Twin Cities area became the first inductee into the United States Table Soccer Association Hall of Fame.

The women of Tulsa, Okla., were the standout players of the tournament, dominating the Open Women's and Open Mixed Doubles events. Liz Hill was definitely the most valuable player; she captured three titles and finished runner up twice. Melanee Tosh, also of Tulsa, finished with one second and one third place.

Here's a look at the final results:

**Open Women's Doubles:** 1st—Liz Hilland and Stephanie Dean, both of Oklahoma; 2nd—Melanee Tosh of Oklahoma and Moya Tielens of Canada; 3rd—Lotus Leong and Laurette Gunther, both of Washington.

**Open Doubles:** 1st—Steve Beine of Ohio and Don Swan of Iowa; 2nd—Terry Moore of Illinois and Bob Diaz of Florida; 3rd—Russ King of Lousiana and Tom Adkisson of Oklahoma.

**Open Women's Singles:** 1st—Liz Hill of Oklahoma; 2nd—Stephanie Dean of Oklahoma; 3rd—Tiff Billirakis of Illinois.

**Open Mixed:** 1st—Liz Hill and Tom Adkisson, both of Oklahoma; 2nd—Stephanie Dean of Oklahoma and Terry Moore of Illinois; 3rd—Melanee Tosh of Oklahoma and Scott Wydman of Arizona.

**Open Singles:** 1st—Terry Moore of Illinois; 2nd—Todd Loffredo of Florida; 3rd—Louis Cartwright of Nevada. ▲

# BUD LIGHT event draws over 180

More than 180 American Darters Association members from across the country converged upon the Holiday Inn in Kansas City, Mo., for the 2nd Bud Light Dart League Midwest Regional Championship. Prize money plus trophies were awarded to participants in nine men's and women's events.

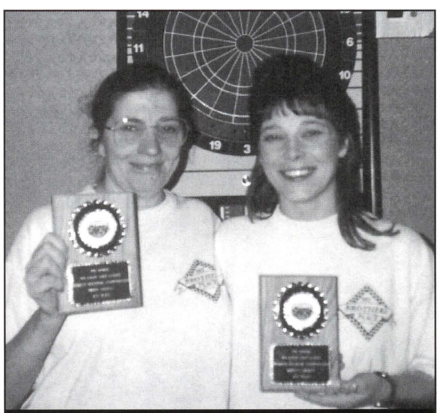
With headquarters in St. Louis, the Bud Light Dart League has over 10,000 members nationwide and competes using a copyrighted handicap system called the Equalizer.

"We've expanded our championship program to eight this year and we're excited to return the Midwest Regional Championship to Kansas City," said ADA president Glenn Remick. "The sport of darts is growing at a very rapid rate across the United States, and Missouri is certainly experiencing its share of that growth.

Here's a look at the tournament results:

**Draw Doubles** (Friday): 1st—Robb Meier of Kansas City and Kevin Ferrell of Memphis, Tenn.; 2nd—Carol Smith and Al Molthan, both of Kansas City; 3rd—Randy Vereecke and Bob Squires, both of Kansas City; 3rd—Pat Davis of Independence and Mike Wiestling of Harristown, Pa.

**Women's Doubles** (Saturday): 1st—Rhonda Stumfoll and Marge McClean, both of Kansas City; 2nd—Melissa Yates and Patti Hobbs, both of Kansas City; 3rd—Alisa Dumas and Karen Brown, both of Kansas City; 3rd—Karen Gilbert of Independence and Lisa Weatherman of Kansas City.



Marge McLean (l) and Rhonda Stumfoll finished first in Women's Doubles.

**Men's Doubles** (Saturday): 1st—Mike Wiestling and Tim Gartley, both of Harristown, Pa.; 2nd—Pat Davis of Independence and Pat Gibb of Kansas City; 3rd—Aaron Harlan of Auxvasse and Charlie Fountain of Mexico, Mo.; 3rd—Jay Barnes of Kansas City and Jim Yates of Lee's Summit.

**Women's Singles** (Saturday): 1st—Michelle Clark of Kansas City; 2nd—Sherrie Hoskinson of Blue Springs; 3rd—Melissa Yates of Lee's Summit; 3rd—Gina Barreto of Kansas City.

**Men's Singles** (Saturday): 1st—Mike Wiestling of Harristown, Pa.; 2nd—Russell Sheddrick of Grandview; 3rd—Mark Dike of Kansas City; 3rd—Lindoll Bazzell of Kansas City.

**Draw Doubles** (Saturday): 1st—Dale Jordan of Kansas City and Chris Fillmore of Raytown; 2nd—Mitch Dustin of Raymore and Auggie Augspurg of Pleasant Hill; 3rd—Gary Clark and Pat Davis, both of Independence; 3rd—Phil Bearden of O'Fallon and Bob Zink of Kansas City.

**Mixed Triples** (Sunday): 1st—Wanda Larson, Megan Robinson, and Lindol Bazell; 2nd—Jeff Meinhardt, Kristie Beener, and Billy Stansill; 3rd—Randy Welch, Terry Cagle, and Boyd Nolen; 3rd—Casey Alldread, Kevin Ferrell, and Mary Nails.

**Women's Singles** (Sunday): 1st—Shannon Crieser of Moberly; 2nd—Melissa Yates of Independence; 3rd—Connie Ramirez of Grandview; 3rd—Wendy Schafer of Independence.

**Men's Singles** (Sunday): 1st—Jim Yates of Lee's Summit; 2nd—Steve Shope of Kansas City; 3rd—Boyd Nolen of Kansas City; 3rd—Lindol Bazzell of Kansas City. ▲

# VALLEY GOLD picks up speed and winners

Eight more qualifier tournaments, held in six states and involving more than 1,000 darters added another 30 men and women to the list of winners headed for Las Vegas, Nev., July 11-13. There, they will join hundreds of other local tournament winners to compete in the '96 Valley Gold North American Championships.

Qualifiers continue to be held across the country giving players the opportunity to compete for cash and other awards, as well as a trip to Las Vegas. Winners at the Valley Gold are appointed to Team U.S.A. and sent to Europe in the fall for international competition in the Valley World Cup.

Here's a look at results from each of those tournaments:

At the qualifier in Pueblo, Colo., (l-r): Linda Gallegos, Lori Pfannenschmid, Jack Moore of Soaring Darts, Francis Salazar, and James Armijo.

## ILLINOIS

Rollie Leonberger, Tom West, Michele Neal, and Janet Bergfeld proved their skill as dart players and picked up spots in the finals at the event held at the Knights of Columbus Hall in Effingham. Sponsored by J & J Ventures of Effingham, the event drew 53 entrants, competing on 10 Valley Cougar Dart machines in Men's and Women's Singles. Prizes included $575 in cash.

Dennis Tietz (l) and Becki Bryant were the big winners at Modern Specialty's qualifier in Madison, Wis.

Janet Bergfeld (l) and Michele Neal picked up spots in the Valley Gold in St. Marys Ohio.

## WISCONSIN

Sergio's Night Club in Madison was the scene of a qualifier sponsored by Modern Specialty, also of Madison. The winners were Dennis Tietz and Becki Bryant.

Glenn Jorgensen and Leone Meinert are another pair of Wisconsin winners heading for Las Vegas. They are the victors in a qualifier held at the American Legion Hall in Rhinelander. Sponsored by Rhinelandner-based Norwoods Coin Machines, this tournament pulled 28 entrants who competed for $525 in cash.

## COLORADO

The qualifier sponsored by Soaring Darts and Billiards at the 50s West Side Bar & Grill in Pueblo was an exhausting but happy tournament for the four winners: Francis Salazar, James Armijo, Lori Pfannenschmid, and Linda Gallegos. Approximately, 50 men and women showed up to compete for $1,075 in prize money.

## OHIO

Six men and women from the Buckeye state are heading for Las Vegas following wins in a qualifier held at the Varsity Lanes and sponsored by J & S Electronics II Moonlight Video of St. Marys. The event opened with a field of 23 players, and prizes consisted of $345 in cash. When the last dart was thrown, Rene Hammond, Rita Miller, Jodi Steger, Tracy Sheppard, Kevin Hole, and Jeff Lehman stood at the top of the heap.

## GEORGIA

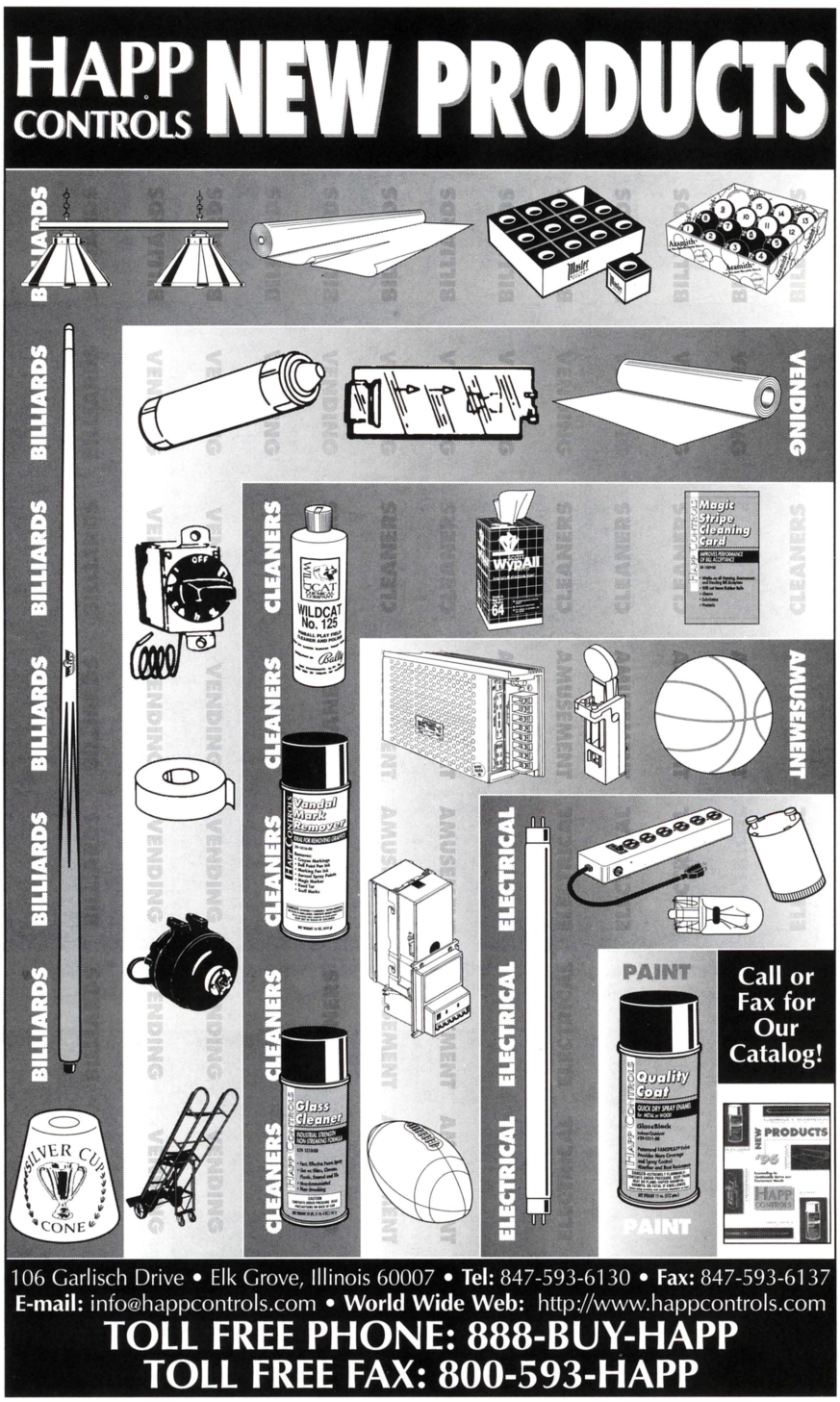
Threatening weather didn't damper the enthusiasm of more than 500 darters who competed in the event sponsored by S & L Vending of Columbus at the National Guard Armory. The winners were Darryl Strickland, Darron Strickland, Sean Force, Lynn Juhan, Kim O'Connel, and Mary Holliman. A total of $6,530 in cash prizes was also distributed.

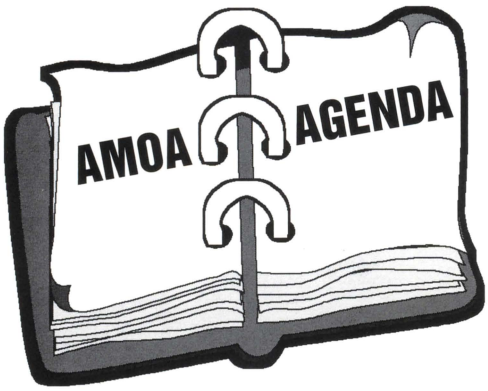
The rivalry was also intense at Rivalry's Sports Bar in Macon at a qualifier put on by Martin Amusement. Rick Fisher and Ashlynn Southerland picked up spots in the Valley Gold.

## MINNESOTA

Players showed a lot of heart competing at the Marshall Inn in Marshall, where C & N Sales of North Mankato combined the qualifier with a Darts for Hearts fundraiser for the American Heart Association. The tournament raised over $2,100 for the cause, and gave out $2,500 in prizes. Winners were Dolly Peters, Lori Riley, Mike Wels, and Bruce Hoescht.

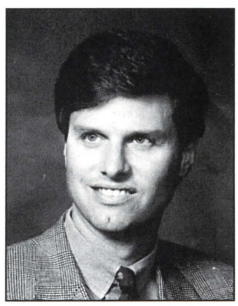
For more information on the Valley Gold, contact Kim Theaker of Valley Recreation Products at (800) 248-2837. ▲






# Industry conditions affect Expo decisions

***AMOA's mid-year board of directors meeting signaled time for a reality check on changes in the industry and prompted practical responses.***



**Randy Chilton**
**AMOA President**

The industry in general is faced with tough issues and the national trade association for operators is no different. The AMOA board of directors recently completed its annual mid-year meeting and dealt with some of these difficult issues.

It is a serious reality that many things are happening simultaneously in our industry today. The traditional operator is having a hard time affording the level of purchases necessary to maintain his route. Many operators cannot afford to attend a trade show, not to mention six of them.

There are fewer traditional operators in the industry today because of consolidation. Another reality is that there are more trade shows than ever vying for the attention of a dwindling number of manufacturers.

The AMOA is dealing with these issues aggressively. Last November I wrote to every manufacturer. Through the trade press in this column I asked all members of our industry for their input. I asked for it, and I really got it.

The trade show issue is very important. All the operator programs the AMOA sponsors throughout the year are funded almost entirely by the revenue generated from the annual AMOA Expo. Examples are the government relations program that deals with the dollar coin legislation, the video violence issue, jukebox licensing, and the tobacco issue, as well as sponsorship of the legislative conference in Washington, D.C., every two years.

Additional programs include the National Dart Association, Notre Dame Executive Development Program, educational seminars, industry standardization, the National Amusement Network Inc., and the state association coordination efforts, to name a few. All of the 48 board members are volunteers and pay their own expenses to the board meetings.

Our feedback tells us clearly that there is no consensus on what location the industry prefers for a trade show, although Chicago, Las Vegas, Orlando (yes, Orlando), Atlanta, and Dallas lead the pack. The responses seem to be regionally-biased.

The manufacturers have to make difficult choices today, choices that were easier in the past. Now, in the United States manufacturers are showing their wares in no less than six to eight trade shows every year, not to mention the increased frequency of distributor events that follow every AAMA and AMOA show. In the past it was two or three domestic shows every year. When you factor in the numerous new international shows, the numbers get to be staggering.

To enhance our trade show for the attendees and the manufacturer exhibitors, the AMOA has recently made the following decisions:

1. Eliminate the distributor hours. The feedback was overwhelming from everyone, including distributors, that the distributor hours the first hour of the show were unnecessary. The show will now open to everyone at the same time.

2. Seminars will conclude precisely at noon every day the exhibit floor is open. In the past, because of scheduling problems, many seminars were conducted in the afternoon and drew people away from the show floor. This is good for seminars but not so good for exhibitors who are trying to sell equipment.

3. The AMOA board and committee meetings will at no time be scheduled during hours that the exhibit floor is open.

4. We will offer incentives to companies that have never exhibited at AMOA before, as well as to those who wish to expand their booth space from the prior year's level. This is to attract new exhibitors and new attendees, and to offer current exhibitors an opportunity to expand their booth space at a reduced cost.

5. We will create an exhibitor relations committee that will give key manufacturers an opportunity to provide input to the AMOA officers regarding AMOA Expo issues.

Many other AMOA Expo issues are being discussed and investigated. These are samples of the decisions we

made at our recent meeting. We understand the dilemmas of the operators, distributors, and manufacturers in this industry.

Overall, just as we do in our individual businesses, the AMOA needs to do a better job of listening to its customers. Manufacturers I have visited feel a great deal of loyalty to the AMOA Expo. We are very proud of each of the 43 shows that we have conducted over the years.

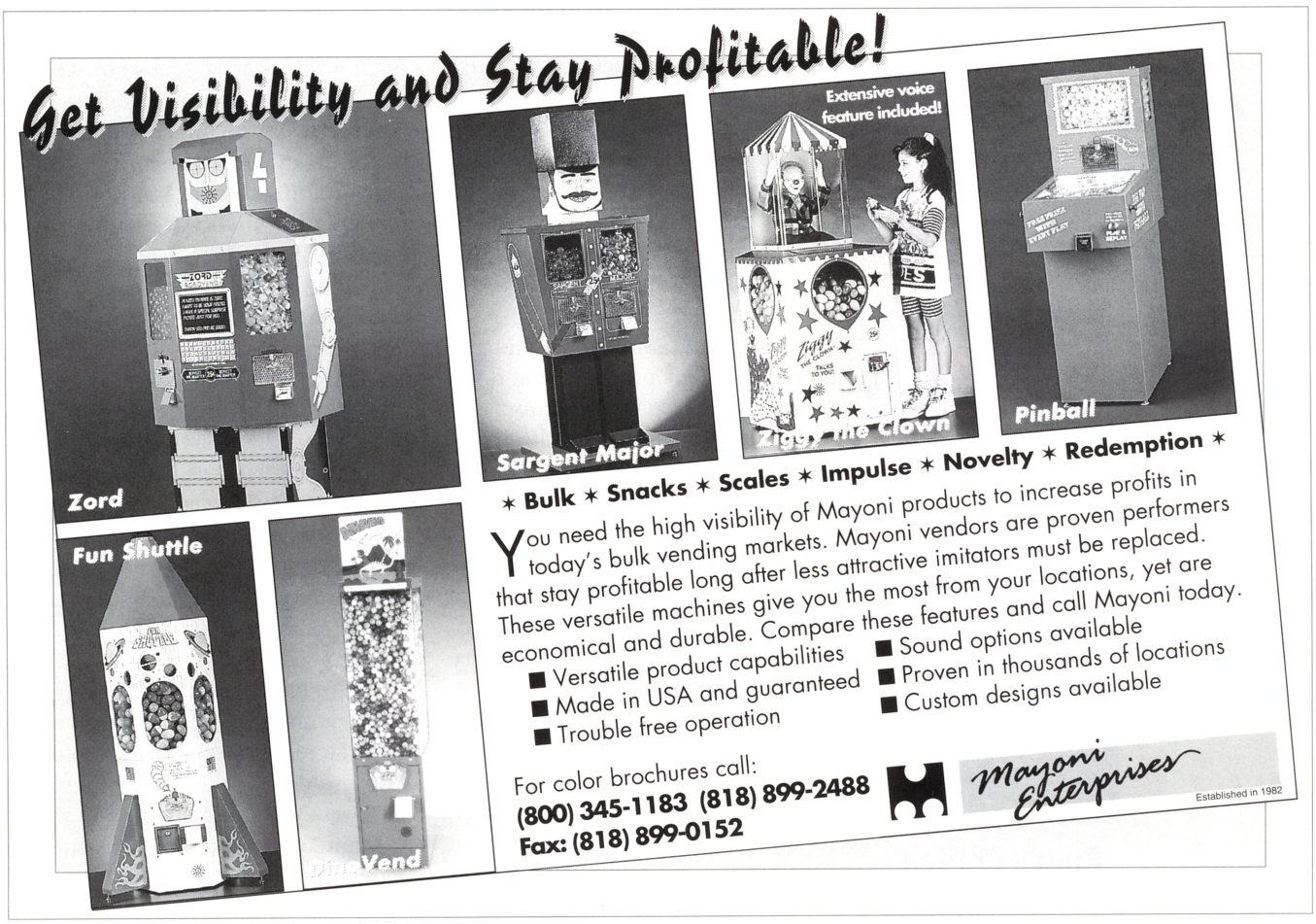
We are committed to continuing to sponsor the industry trade show for operators. Our plans for the AMOA Expo in Dallas this year (Sept. 26-28) are to give you an experience that helps you run your business more efficiently and profitably. You'll see the latest in equipment, and the seminar program will cover a wide range of topics to assist you in your businesses.

But the highlight of every convention is the sharing of ideas with fellow operators, distributors, and manufacturers from around the country. It is important for you to know your regional competitors, but few will share with you the keys to their successes and failures.

At an international convention, the sharing of ideas with others, and the round table (or round bar, as the case may be) conversations are the highlights of the convention experience you shouldn't miss. ▲

**At the AMOA mid-year board meeting, (l-r): Jim Stansfield of Stansfield Vending, Randy Chilton of Chilton Vending, and Bob Nims of A.M.A. Distributors.**

*Randy Chilton can be reached at (316) 262-3538; fax (316) 262-6200; e-mail rchilton@fn.net*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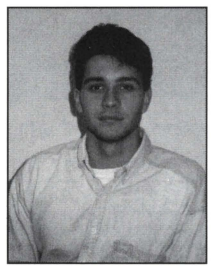
# Fighters and drivers still lead the pack



With the release of the next-generation home platform systems such as Sega Saturn, Sony PlayStation, and the upcoming Nintendo 64, recent arcade games have tended to be simulators more than anything else. This is probably due to the difficulty involved in transferring them to a home cartridge or CD. Kits and games with lesser graphic capability will always be present in game rooms but lately quality play and visuals do seem reserved for larger simulators.

## Killer Instinct 2/Midway

**Theme:** The sequel to the enormously popular game that invented the multiple hit combo is finally here, much improved in visuals and fighting choreography. The story takes place immediately after the events of the first *Killer Instinct* following Eyedol's demise. Enormous energies were released into the world by Gargos, Eyedol's demon lord, causing Ultratech and all of the Instinct warriors to be transported to either the distant past or the future.

Seven of the original characters return, minus Cinder, and are joined by three new fighters. Each veteran combatant is slightly improved or upgraded; for example, Fulgore has a new android body.

Entering the battle for the first time are Maya, a jungle princess out to reclaim her throne from Gargos; Tusk, a barbarian warrior intent on destroying the new demon menace; and Kim Wu, a Chun Li-like martial artist bent on defeating Jago.

Battles take place in the most intriguing locales yet, sporting scenery from the ancient past or an apocalyptic future. By using the auto-double combo system and various special moves, players deplete their opponents' energy gauge twice to progress to the next match.

**Graphics:** *Killer Instinct 2* improves the 3-D aspect of the backgrounds, weaving the camera through a portion of the scenery before the fighting begins. Characteristic details of each area are added or improved, giving more personality to the backgrounds such as Sabrewulf's castle lair or Clacius' snow-covered crashed alien vessel.

Other animated scenes include a dense jungle atop a wooden bridge, a deserted area of town filled with graffiti, and a ghostly subway train. Perhaps the most amusing of all is Spinal's ancient ship filled with skeletal crewmen rowing with oars, much resembling scenes from old Sinbad pirate movies.

All of the characters are rendered more realistically with well-detailed costumes. Cinematic-quality visuals are seen during the attract mode or after Supreme Victories, displaying action scenes as if rendered on film. Orchid's animation is the most alluring as the screen pans up and around her body, culminating in a head shot that makes one believe she was modeled after the likeness of Janet Jackson.

**Controls:** Identical to the first *Instinct*, the control panel of this game remains as three increasing strength levels for punching and kicking—a total of six buttons—along with the joystick to perform the advanced auto-double combo system.

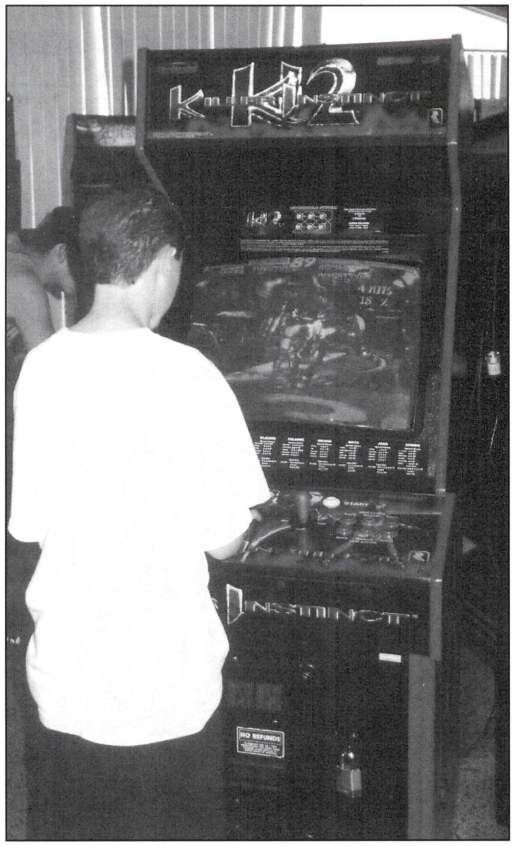
**Game Play:** The number of attacking and defending possibilities accessible to players makes the Instinct games remain popular for long periods of time. The auto-double, which simply causes three immediate hits on an opponent when two buttons are pressed in succession, is the basis for the string of monster, hyper, king, and various other multiple hit combos.

By following one auto-double with another, and then adding a special attack, the player quickly diminishes his opponent's gauge. With proper timing, the defender can use a combo breaker that halts the effects of many

hits and returns an attack.

Ultimate and Ultra combos can be added at the end of the match to cause 20-plus hits and completely demoralize the opponent. Certain battle areas are located high above the ground, allowing players to hurl enemies off at the end of the fight. Should the player defeat all nine fighters, the final round against Gargos (an enormous gargoyle demon) takes place in a dungeon stronghold to determine the outcome of the time displacement.

**Overall:** Learning the combos is child's play for *Instinct* veterans because few things change. However, enough new moves have been added to challenge even pros, not to mention the level of improved graphics that make it a totally new experience. In my estimation, it is probably the best fighting sequel to be released in a long time.



**Midway's *Killer Instinct 2* is filled with multiple hit combos.**

## Soul Edge/Namco

**Theme:** Namco's follow-up to the highly popular and compelling *Tekken 2* is the first texture-mapped polygon weapons fighting simulation, and it delivers.

Eight characters of various sword-handling skills are assembled to do battle on platform arenas around the globe and even in mystical locations. For example, Taki uses two short blades to enhance her ninja training, Mitsurugi employs a Samurai sword in honored combat, and Siegfried masterfully wields a Medieval broadsword, all of which can inflict damage with a variety of special techniques characteristic of the warrior.

**Graphics:** *Soul Edge* resembles the *Tekken* series, though now background scenery is not as distant because character sprites battle on a limited space platform surrounded by pits or chasms. One arena is atop a grassy butte where wind-swaying weeds engulf fighters up to hip level.

Another match is held on the moat-surrounded stone floor of an ancient coliseum. The most amazing aspect is in the screen camera that zooms, pans, revolves, and encircles the combatants during the match. To accentuate the realism of a 3-D environment, the screen shot randomly shifts to afford the player multiple views of the scene. An interesting note: an instant replay of the battle's end is included, during which the player can use his joystick to manipulate the camera for the view of his choice.

***Soul Edge* by Namco features sword-wielding battles.**

**Controls:** A new panel configuration feature debuts. Along with a joystick, four buttons are used for guarding, horizontal slash attack, vertical slash attack, and kicking. Using these buttons in succession makes for very realistic weapons choreography.

**Game Play:** In addition to standard attacking and defending, players can initiate a throw or hold move on the opponent which is unblockable and subtracts a substantial amount of energy from his life gauge. Downed enemies can be attacked for extra damage if carried out quickly enough. A new play feature called the Guard Impact system allows the player to block at the exact moment of an oncoming attack to stun the opponent for a counterattack.

Players often take the offensive simultaneously, which locks their swords for a few brief moments. During this time, each player presses one of three buttons to decide the height of his blow after the swords untangle. Much like the game of "Paper, Rock, Scissors" this feature can increase the fun factor of the battle by trying to guess the opponent's attack height. Once his energy meter is depleted, the opponent remains stunned for a few seconds before collapsing, when a final combo or special move can be applied.

**Overall:** Being the first of its kind, *Soul Edge* can be considered the definitive weapons simulation. Each play is a different experience due to the random camera angles and attack possibilities. *Soul Edge*

should do well where *Tekken 2* has profited.

## Indy 500/Sega

**Theme:** What some operators call the most dependable driving simulator, *Daytona USA*, has been followed by a representation of the most known raceway in the country—the Indianapolis 500.

A pinball based on the raceway was released earlier this year but does not capture what this amazing simulator does. Probably the fastest game in the arcade, *Indy 500*'s formula one cars reach in excess of 250 miles per hour. This presents a challenge not only to the players but also to the polygon programmers.

Three tracks can be selected, one real and two fictitious, for a variety of background scenery and maneuvering difficulty. Players can race head-to-head or against computer-controlled opponents, striving to beat the clock and negotiate the track in the number of laps required.

**Graphics:** The never dull texture-mapping adorns *Indy's* polygon dimensions to produce an appearance seen previously in *Daytona USA* and *Sega Rally*, but altered to fit the characteristics of the speedway—namely flat cement tracks with spectator stands and pit alleys.

The two invented courses offer new scenery unrelated to the Indianapolis oval raceway, presumably to create more visual interest. The Highland track weaves through canyons and cliff faces while the Bay Side Street course takes a more urban direction. If the surrounding scenery is not impressive enough for the players, then surely the zoom in/out buttons will generate renewed interest. Four views are available, from in front the vehicle to above and behind it.

**Controls:** Numerous configurations are available for the cabinet, but I think the best for both player participation and space limitations is the two-player linked seated model. Twin adjustable seats face an accelerator and brake pedals, a shift up/down lever, steering wheel, and the zoom in/out buttons.

**Sega's *Indy 500* captures the feel of the famous raceway.**

**Game Play:** Players select one of the three courses, then decide on a manual or automatic transmission. The flag starts the race from either a rolling or stationary position, from which players attain maximum speeds or flawless curving depending on the chosen track. Checkpoints are passed to extend the time limit, and a car position ranking keeps players aware of their location. Should one complete the race in the time limit ahead of the other cars, a status screen lists the speeds attained and the records broken.

Unfortunately, gone are the days of progressing to another round after winning a previous one, but games have never before captured an experience like *Indy 500* does.

**Overall:** Though not standing out dramatically next to its recent predecessors, *Indy 500* represents an amazing achievement in driving simulators. When compared to the *Pole Position* games of over a decade ago it's night and day. ▲

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# Traveling a flow chart

Here in the pages of Play Meter, you have found flow charts for just about all of the monitors commonly found in coin-operated amusement games. Flow charts have been published for Electrohome's GO7; Wells Gardner's K4600, K4900, and K7000 series; Hantarex's MTC9000, and Tekbilt's Korean manufactured monitor.

Flow charts are a type of troubleshooting guide that can be a really nifty way to get to the cause of a problem. A properly written flow chart is a great way to get to the cause of the problem without necessarily knowing exactly how the circuit or system operates. A well written flow chart will take you through each step of the diagnostic process telling you not only what to do but how to do it as well.

Creating a good troubleshooting flow chart isn't easy to do. Good flow charts come from an exact knowledge of how the circuit operates, practical experience in what can possibly fail, and the ability to put it all down in a form that is at once concise, efficient, and elegant. I like to think of the process as creating a flow chART as there is an art to creating one.

A flow chart can be as useless as spigots on a bull if not properly written. An example of a poorly written flow chart might be one that asks you to perform an array of useless tests before leading you to the problem. Sure, you might get to the problem eventually, but it takes extra time to get there. Another example is a flow chart that doesn't provide sufficient information to allow you to quickly perform the test required. Something like "check output of bi-directional muffler bearing assembly for proper wig-wag termination clearance" does little good unless you already know the step-by-step procedure for doing what it asks of you.

## Generic monitor troubleshooting flow chart

As new monitors are introduced, look to Play Meter magazine to provide more of these handy troubleshooting guides. However, there will always be "oddball" monitors that aren't out there in sufficient numbers to warrant their own flow chart. Therefore, this month's offering is a generic troubleshooting flow chart that can help diagnose problems in just about any type of monitor.

Naturally, this flow chart cannot be as specific as others ("check resistor R91" or "replace IC3 for example"), but armed with a bit of basic knowledge regarding video game monitors and how they work (which, hopefully, you have picked up over the years you have been reading Play Meter) you should be able to pinpoint most problems pretty easily with the help of the generic flow chart.

If you have access to the internet, look for more specific information on monitor repair in the technical department of Amusement International Magazine (which is also home to Play Meter magazine's on-line version). Point your web browser to http://w3.thegroup.net/-aim/techdept.html, for the technical information, or to http://w3.thegroup.net/pmhome.html, for Play Meter.

As usual, you can also contact me at (619) 593-6131 or fax (619) 593-6132. ▲

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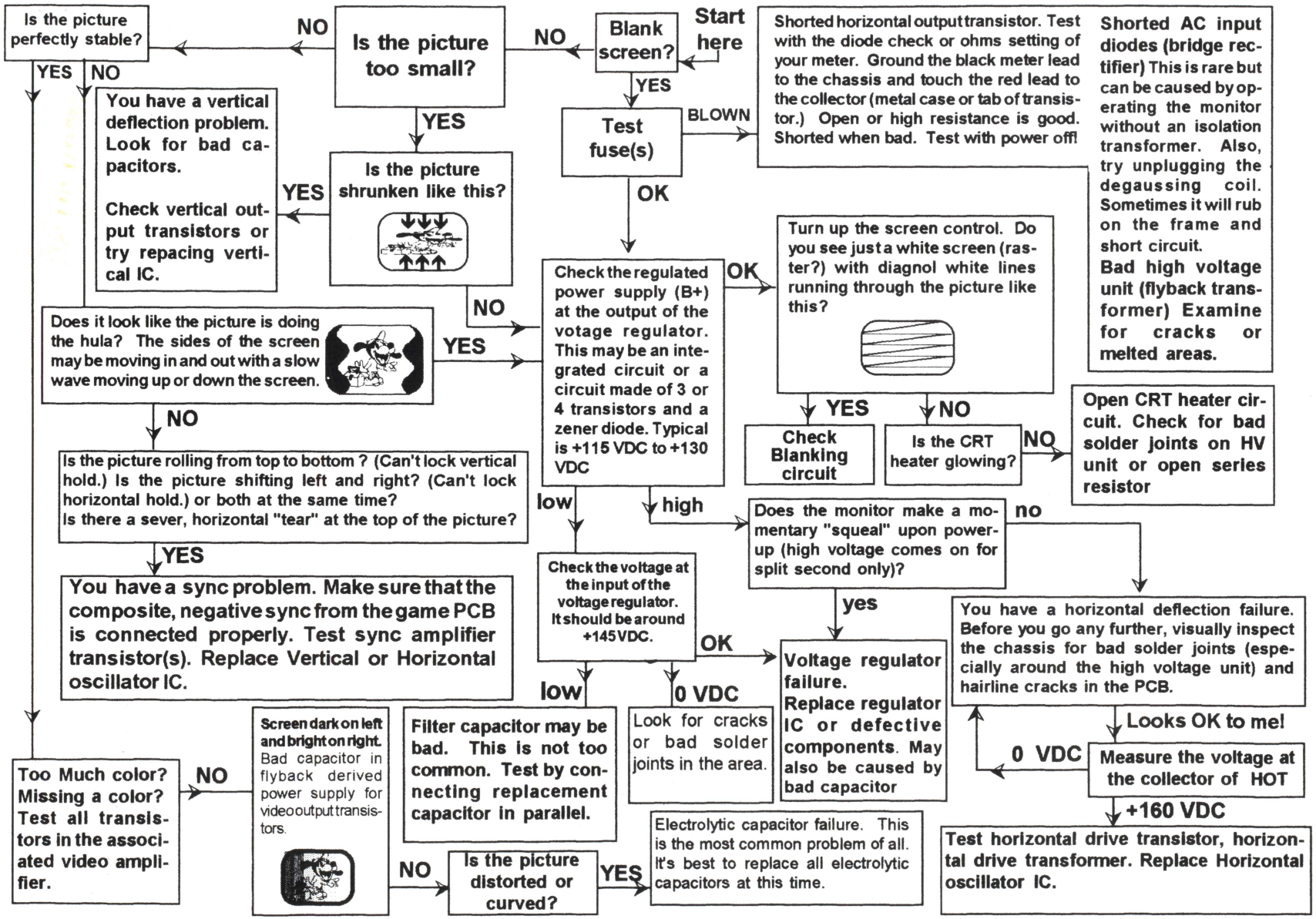

Start here
Blank screen?
NO
YES
Test fuse(s)
BLOWN
OK
Shorted horizontal output transistor. Test with the diode check or ohms setting of your meter. Ground the black meter lead to the chassis and touch the red lead to the collector (metal case or tab of transistor.) Open or high resistance is good. Shorted when bad. Test with power off!
Shorted AC input diodes (bridge rectifier) This is rare but can be caused by operating the monitor without an isolation transformer. Also, try unplugging the degaussing coil. Sometimes it will rub on the frame and short circuit.
Bad high voltage unit (flyback transformer) Examine for cracks or melted areas.
Is the picture too small?
Is the picture perfectly stable?
YES
NO
You have a vertical deflection problem. Look for bad capacitors.
Check vertical output transistors or try repacing vertical IC.
Is the picture shrunken like this?
Does it look like the picture is doing the hula? The sides of the screen may be moving in and out with a slow wave moving up or down the screen.
Check the regulated power supply (B+) at the output of the votage regulator. This may be an integrated circuit or a circuit made of 3 or 4 transistors and a zener diode. Typical is +115 VDC to +130 VDC
Turn up the screen control. Do you see just a white screen (raster?) with diagnol white lines running through the picture like this?
Check Blanking circuit
Is the CRT heater glowing?
Open CRT heater circuit. Check for bad solder joints on HV unit or open series resistor
Is the picture rolling from top to bottom ? (Can't lock vertical hold.) Is the picture shifting left and right? (Can't lock horizontal hold.) or both at the same time?
Is there a sever, horizontal "tear" at the top of the picture?
You have a sync problem. Make sure that the composite, negative sync from the game PCB is connected properly. Test sync amplifier transistor(s). Replace Vertical or Horizontal oscillator IC.
low
high
Does the monitor make a momentary "squeal" upon power-up (high voltage comes on for split second only)?
Check the voltage at the input of the voltage regulator. It should be around +145VDC.
Voltage regulator failure. Replace regulator IC or defective components. May also be caused by bad capacitor
You have a horizontal deflection failure. Before you go any further, visually inspect the chassis for bad solder joints (especially around the high voltage unit) and hairline cracks in the PCB.
Looks OK to me!
Measure the voltage at the collector of HOT
+160 VDC
Test horizontal drive transistor, horizontal drive transformer. Replace Horizontal oscillator IC.
Too Much color? Missing a color? Test all transistors in the associated video amplifier.
Screen dark on left and bright on right. Bad capacitor in flyback derived power supply for video output transistors.
Filter capacitor may be bad. This is not too common. Test by connecting replacement capacitor in parallel.
Look for cracks or bad solder joints in the area.
Is the picture distorted or curved?
Electrolytic capacitor failure. This is the most common problem of all. It's best to replace all electrolytic capacitors at this time.

# Generic Monitor Troubleshooting Flowchart

# It's better to be safe than sorry

Epilepsy is defined as "any of various disorders marked by disturbed electrical rhythms of the central nervous system and typically manifested by convulsive attacks usually with clouding of consciousness; also called falling sickness."

Now read on to see how this pertains to our industry!

We recently received Midway's *Killer Instinct 2*, a sure fire hit as soon as it hit the game room floor. In fact, it's the number one upright game in our game center. Young kids as well as teenagers seem to play the game with unmatched skill. Midway, Nintendo, and Rare have really outdone themselves.

One little extra touch that Midway did was to post above the monitor, inside the glass, the following message:

"A very small portion of the population has a condition which may make them experience epileptic seizures or have momentary loss of consciousness when viewing certain kinds of flashing lights or patterns that are commonly present in our daily environment. These persons may experience seizures while watching some kinds of television pictures or playing certain video games. People who have not had any previous seizures may nonetheless have an undetected epileptic condition.

"If you or anyone in your family has experienced symptoms linked to an epileptic condition (e.g. seizure or loss of awareness), immediately consult your physician before using any video games. We recommend that parents observe their children while they play video games. If you or your child experience any of the following symptoms—dizziness, altered vision, eye or muscle twitching, involuntary movements, loss of awareness, disorientation, or convulsions—DISCONTINUE USE IMMEDIATELY and contact your physician."

**"I think that Midway is acting very responsibly by attaching this message."**

Wow! That message could be interpreted several ways. I'm not a lawyer, but I think that Midway is acting very responsibly by attaching this message. Sure, it's a warning because video, pinball, and redemption games do not CAUSE epilepsy.

I know that some of you may think that it's hog wash, but it's not. Redemption games, as well as video games, have similarities, like flashing lights and patterns. Since these similarities may cause a seizure, it's best to know a little about epilepsy and what you or your staff should do if someone experiences a seizure while in your establishment.

Here are the facts: Over two million Americans have some form of epilepsy. That's one out of every 100 people! Epilepsy is not a disease with a single cause. Rather, it's a set of symptoms associated with abnormal nerve cell activity in the brain.

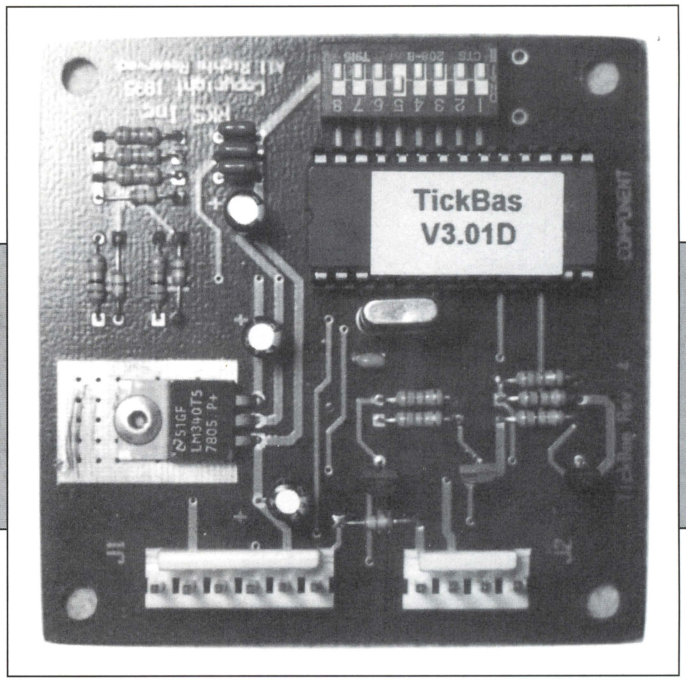
There are several types of epileptic seizures; grand mal and petit mal are the two most common. The grand mal epileptic seizure is the one that is most known. The grand mal is the seizure where the person experiencing the seizure falls to the floor, cries out, limbs twitch, saliva starts to bubble at the mouth, and bladder control may be lost. Minutes later the person comes to. He's exhausted, dazed, and embarrassed.

If someone has a seizure while in your game center, do not restrain him or put anything in his mouth or between his teeth. Move any games or objects from around the person so he will not hurt himself. Cushion his head and body. If possible, turn his head so he will not choke on his own saliva. Let the seizure run its course. It will usually take less than a minute and recovery is normally rapid.

If you have any questions, I can be reached at VICCO Electronics, (619) 322-4000 or e-mail TICKETVIC@AOL.COM ▲

**"Ticket Vic" Fortenbach**

# RKS introduces conversion board




RKS (Real Killer Systems) Inc. presents its TICKBAS board, which can convert almost any game—including video pokers and 8-line style games—to ticket output.

It comes pre-harnessed for the Deltronic DL-1275 or the CoinCo CDT-10 ticket dispensers and is programmable for pulses per ticket or tickets per pulse.

Other features include auto reload that remembers the tickets owed if the dispenser runs empty and dimensions of 3" x 3" allowing it to be mounted almost anywhere.

For more information, contact RKS Inc., 106 Kenwood Road, Fayetteville, GA 30214-3446; (770) 460-0872; fax (770) 460-6682. ▲

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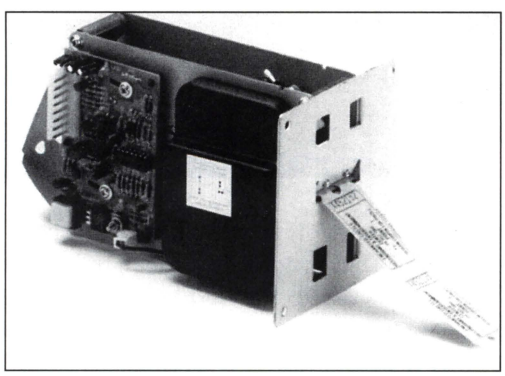

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# JUST KIDDIE RIDES introduces new line of licensed rides

*The New York-based company Just Kiddie Rides, which revolutionized the marketing of licensed product, has done it again with the introduction of eight new rides representing three new licenses and one already proven property.*

Bi-Plane

In conjunction with its partner Kiddies Inc., Just Kiddie Rides lays claim to more than 90 percent of the market share on all licensed products sold in the United States. The new products introduced at ACME '96 in Orlando should further enhance the company's standing.

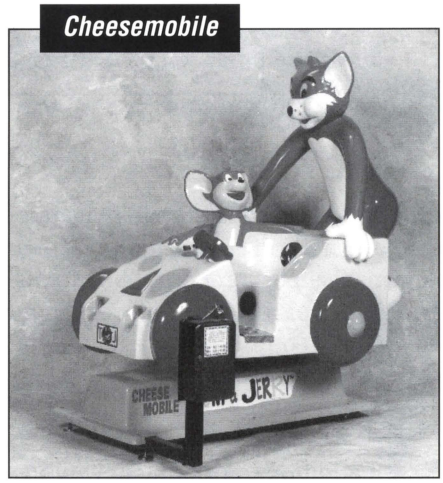
"These new product introductions will further solidify us as the leader of licensed kiddie rides," said company president Jerry Reda. "Never before have we introduced so many new rides at a trade show."

That volume, Reda said, reflects the growth of the kiddie ride market across the country, with more locations such as shopping malls, toy stores, car dealerships, children's clothing stores, and restaurants looking to place quality product.

"It's prime selling season and the demand in the marketplace has asked for more new kiddie rides," he continued. "I believe it's the economy. People are looking for more dollars out of

Ice Cream Truck

Fire Engine




Cheesemobile

their investment. We took double the number of orders at ACME '96 that we did when we introduced the Flintstones at ACME '93."

Here's a look at the new rides:

The first offerings are Peanuts rides from the cartoon king Charles Schulz, bringing to life Snoopy, Charlie Brown, and all of the gang. The company has created three rides that are truly unique including Ice Cream Truck, Fire Engine, and Bi-Plane. All of the rides are fully interactive allowing children to experience adventure along with these familiar characters. "The Peanuts cartoon strip is by far the most popular and largely syndicated cartoon strip in the world," Reda reminded.

Following the success of last year's Tom & Jerry licensed rides, the company has added to that line with Cheesemobile by Tom & Jerry. The ride is shaped like a chunk of Swiss cheese boasting the famous cat and mouse team and has Bonbells as tires. The rider is accompanied by Jerry the Mouse, while Tom the cat trails behind holding on to the back of the Cheesemobile in his attempt to catch up.

Spiderman by Marvel Comics drops in as the second new licensed property to be featured by Just Kiddie Rides. As one of the most popular superheroes and the crown jewel of Marvel Comics, he serves as an excellent attraction for young riders. The company has recreated the Spidermobile used by the action hero to fight his foes.

Rounding out the new group of licensed rides are two variations of NASCAR rides. The first are the NASCAR Wacky Racers, an exclusive racing team created by Hanna Barbara that can be seen on the national racing circuit. The rides are colorfully detailed duplicates of cars seen on the circuit with each featuring many of the most recognized Hanna Barbara characters. In addition, Just Kiddie Rides has recreated the 18-wheeler car carrier that travels from site to site promoting and carrying the racing team.

At the other end of the racing spectrum is the WCW NASCAR, which draws on the growing popularity of wrestling. A recently created World Championship Wrestling Federation NASCAR is the basis of this ride, featuring the colors and decals of some of the most famous WCW wrestlers.

All of the rides provide the value of durability, quality workmanship, full interactivity, and lighting that easily warrant 50-cent play. In fact, Reda said that 90 percent of all rides are going out at 50-cent pricing.

According to Reda, last year was the most successful in the history of the company, and he attributes that success to the appeal of licensed products.

"Many people say the United Kingdom is the kiddie ride capitol of the world and right now there are 37 licensed rides in that country representing the lion's share of product," he said.

When approached properly that same equation spells success in this country as well. "Kiddie rides have a long life expectancy so we've used licenses that have long-term appeal," explained Reda. "The key is you don't want to do trendy licenses. We've turned down more licenses than we've done."

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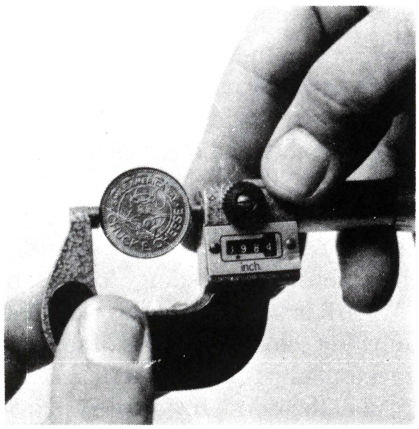

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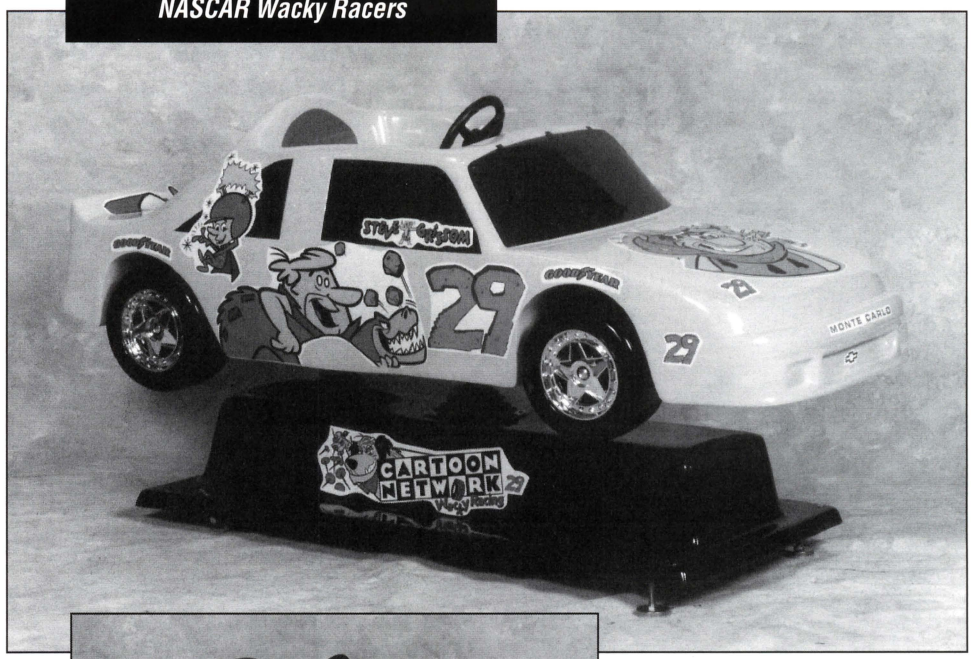
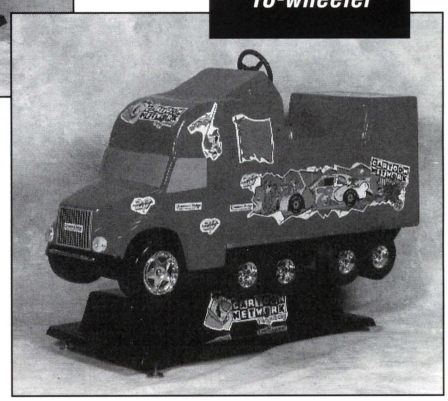
NASCAR Wacky Racers



WCW NASCAR

Wacky Racers 18-wheeler



ever-popular Peanuts strip this year are the NASCAR rides, which represent a new mass-appeal property. "NASCARs are hot as a pistol in the Midwest," noted Reda. "They are a great market right now."

In addition to exciting new product, Just Kiddie Rides has also established a new gold seal Commitment to Customer Satisfaction Guarantee. Reda said that every ride the company supplies, leases, or sells comes with this guarantee.

"We not talking about empty words that sound good; we really mean that every ride that carries our name is completely backed by this guarantee," he said. "We stand behind all our rides: the generic models, licensed rides, and our custom-designed rides. Our guarantee ensures our customers that they are going to get the best possible made ride their money can buy. From safety features, durability, and sturdiness to the actual design and creative elements, our guarantee applies."

The company has designed an actual gold seal that will be carried on all advertising to reinforce the company's philosophy of guaranteeing customer satisfaction.

"We will do whatever is necessary to make our customers happy," Reda concluded. "We know we've got the best rides out there. Now we want the whole industry to know it. Our guarantee is just one more way to say it." ▲

## Caribbean Hook

Benchmark Entertainment has just released *Caribbean Hook,* which combines the best of a traditional tavern game with the allure, design, and durability of a high-end arcade machine.

The game features a large ring suspended at a distance from a hook, which is mounted on a panel in the center of 24 flashing lights.

The goal is to accumulate points by timing the swing of the ring with the value sequences on the flashing lights. Bonus points are awarded for successful hooks. The ultimate challenge is to get five consecutive hooks.

Originating in the Caribbean, the game allows up to four players to compete against each other or for a personal best, as they take turns attempting to hook the ring.

*Caribbean Hook* features brilliant neon for maximum attraction; single-board, solid-state construction; colorful sound with 40-watt adjustable amplification; easy access service panels; and operator adjustable settings to determine player attempts.

For more information, or distributor referral, contact Benchmark Entertainment, 2071 N. Dixie Hwy., Pompano Beach, FL 33060; (954) 781-8080; fax (954) 781-7900.

## Cyclone Jr. and Mouse Attack

Innovative Concepts in Entertainment has released two new redemption games: *Cyclone Jr.*, a sequel to its award-winning *Cyclone*, and *Mouse Attack,* an interactive video redemption piece.

*Cyclone Jr.* features the bright neon lights and dazzling color scheme that attracted players to *Cyclone*, but in a smaller, single-player version.

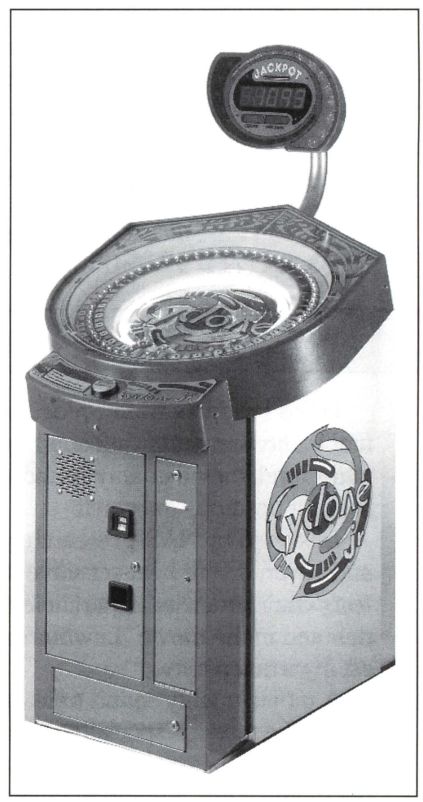
*Cyclone Jr.* can be placed up against any wall, unlike the original which was more of a centerpiece attraction.

*Cyclone Jr.* can accommodate the smallest of corners and still draw large crowds.

But the size isn't the only thing reduced; the price is smaller, which should open doors to about any potential redemption location.

The game play is the same as *Cyclone*: capture the light between two lighted arches as it races around the perimeter of a neon outlined playfield. The game is fully electronic with no moving parts and it follows suit with the built-in progressive bonus.

With *Mouse Attack*, I.C.E. continues to broaden its product line and capabilities. I.C.E. has combined state-of-the-art video capabilities with its spectacular cabinet design to create a game even adults will love.




*Mouse Attack* capitalizes on simplicity with the one button concept, no moving parts, and reliability. The single button controls a hammer and the goal is to stop the mice as they run across the screen in an attempt to steal the cheese. For the player, every piece of cheese saved represents a ticket or tickets, completely operator-adjustable.

At the end of the game there is an optional side bonus game, again operator adjustable, which gives the player a one shot opportunity in a bonus ticket progressive screen.

Other features include adjustable number of mice on the screen, adjustable amount of cheese, adjustable ticket payout, adjustable coins per game, and optional bonus ticket progressive screen.

For more information, or distributor referral, contact I.C.E., 10123 Main St., Clarence, NY 14031; (716) 759-0370; fax (716) 759-0390.

## Premier

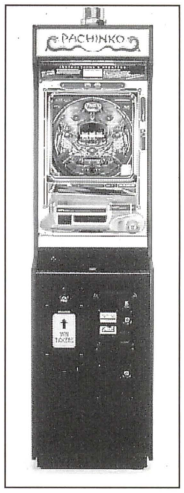
Mission Crane Service has released the latest model in its popular line of skill crane products. The *Premier*, designed with high-end image-conscious locations in mind, incorporates state-of-the-art design with an elegant, sophisticated, eye-catching exterior.

MCSI can customize the *Premier* line of skill cranes with the corporate identity of the location. The graphics are styled to capture the contemporary lines found in today's more popular modern environments. President Mike Lewis stated, "The attention to product excellence, along with MCSI's original Group Operator Program, offers our operators the edge they've been looking for. The Group Operator Program provides operators with high volume national and regional chain accounts. These accounts are serviced to the high stands of MCSI ensuring a winning relationship for all."

The *Premier* features the ETL ANSI/UL-22 approval and convenient 110-volt hookup. It's a pure game of skill.

For more information, or distributor referral, contact MCSI, 1641 S. Sunkist St., Anaheim, CA 92806; (714) 456-0550; fax (714) 978-3056.

## Coin Operated Pachinko




G. Willikers has adapted the popular Japanese game, *Pachinko*, for coin-operated commercial use in America. In Japan, where *Pachinko* was developed, it has been a favorite for over 65 years. There are over 16,000 *Pachinko* parlors and four million machines in use. Thirty million people play the game every year, with an economic impact five times that of Japan's annual defense budget.

G. Willikers has brought the popular machines to America straight from Japanese *Pachinko* parlors. The company has developed an interface PCB board to work with a Deltronic Labs ticket dispenser, Happ over/under coin door, and even an optional Mars bill validator.

Players turn the handle to send metal balls slipping through a maze of pins and wheels. Bells ring, lights flash, music plays. Place the balls in key spots to win additional balls and redemption tickets. Try to win a grand prize. The number of tickets is operator adjustable.

For more information, or distributor referral, contact G. Willikers, 1221 First St., Sarasota, FL 34236; (941) 366-3888 or (800) 240-8886; fax (941) 951-7889.

## Experience System

Ferris Productions introduces its *Experience System*, a virtual reality simulator that combines realistic 3-D graphics and sound, movie-quality soundtracks, a NASA-based floating seat position, and smell.

Designed by NASA research as a zero gravity position and covered with heat-sensitive foam, the *Experience System*'s chair promises unparalleled comfort. The chair design debuted in the movie "Lawnmower Man" that sparked interest in virtual reality.

A movie-quality sound track is provided for each experience. The music is specially crafted to induce a relaxing atmosphere or heart-pounding adventure mood, depending on the theme. Pure 3-D sound effects were specially developed to further enhance the immersive feeling.

The stereoscopic imaging provides a heart-racing adventure or a breath-taking vacation. The headset display delivers an 80-inch screen experience with a lightweight feel. It provides superior images and clarity with 180,000 pixels per eye.

The addition of another sense, smell, adds to the realistic experience. The special smell subsystem provides up to seven different smells perfectly synchronized to the action.

Players can experience a non-violent journey through landscapes and smell the fresh cut evergreens, or experience a mammoth canyon with all its distinct sights, sounds, and smells. More trips include diving close to a river, soaring high into clouds, and diving into the ocean.

For more information, or distributor referral, contact Ferris Productions, 4001 E. Broadway, Suite #13, Phoenix, AZ 85040; (602) 470-1177; fax (602) 470-1166.

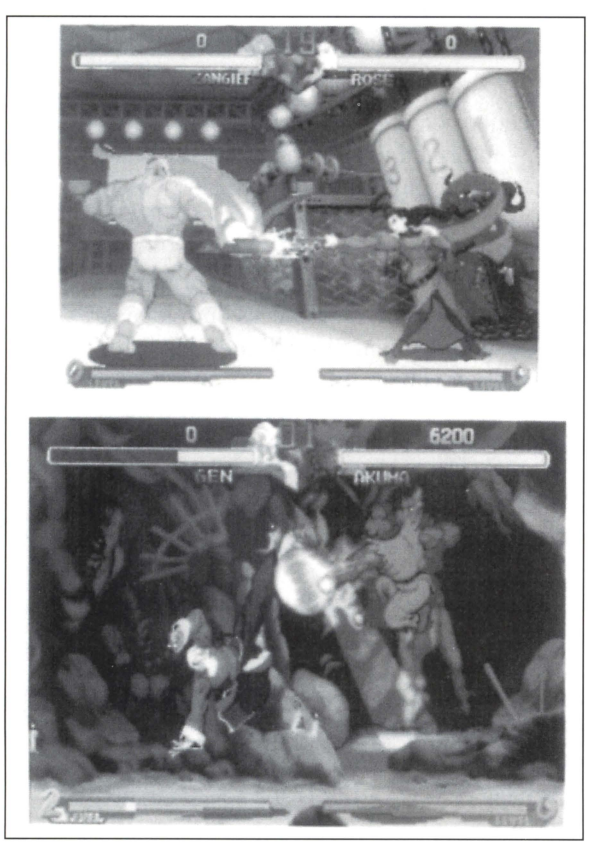
# Breakshot, Street Fighter Alpha 2, and Dungeons & Dragons: Shadow Over Mystara

Capcom Coin-Op has introduced two new videos, *Street Fighter Alpha 2* and *Dungeons & Dragons: Shadow Over Mystara,* and a new pinball, *Breakshot.*

*Breakshot,* the first in the Capcom Classic line of pinballs, features a classic style designed to appeal to all players.

*Breakshot* is based on basic pool games, including 8-ball, 9-ball, and rotation. The best part is that you don't have to know how to play pool to enjoy this game. A breakshot feature in the center of the playfield simulates a pool table's corner and center pockets, qualifying both Trick and Combo shots. The game features a loadable captive ball; it holds up to two balls, and when a third ball is locked a three-ball breakshot frenzy begins.

*Breakshot* also features a captive ball that can be hit from many angles, a smooth full loop shot, a third flipper that shoots a bankshot into the upper right hand corner, a playfield that doesn't hide the ball from your sight, and a two-ball ball-o-rama.




*Street Fighter Alpha 2* is the latest addition to Capcom's CPS-II system series. It features brilliant new animated backgrounds and graphics, 18 selectable characters (including five new ones and all of the selectable and hidden characters from the original *Street Fighter Alpha*), an advanced new one- to three-second recordable custom combo, and is available as a B-board, full A/B kit, or complete upright game.

*Dungeons & Dragons: Shadow Over Mystara,* the sequel, is a CPS-II role-playing adventure for up to four players. It features 12 characters, including fighters, elves, clerics, thieves, dwarves, and magic users, and allows two players to play the same type of character at the same time.

Each character has its own strength, wisdom, dexterity, intelligence, and charisma. Players can use new magic spells, new attacking moves, and other special items to battle dragons and a whole cast of other creatures while exploring the *D&D* world. There are hidden paths and routes players must master to complete the games's extensive 18 levels.

For more information, or distributor referral, contact Capcom Coin-Op, 3311 N. Kennicott Ave., Arlington Heights, IL 60004; (847) 797-6100; fax (847) 797-6218.

## Mars bill acceptors

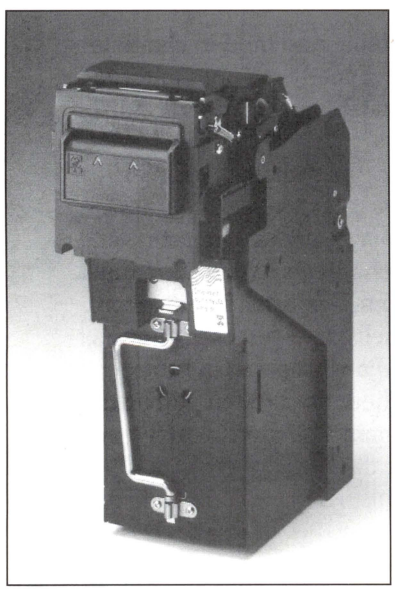
Mars Electronics presents three new additions to its extensive line of bill acceptors and coin validators: the *AE-2400, ZT-1000,* and *Cashflow 330.*

The *AE-2400,* built for the gaming and amusement industry, has an extremely low jam rate and high acceptance capabilities for torn, wrinkled, faded, damp, or dirty bills.

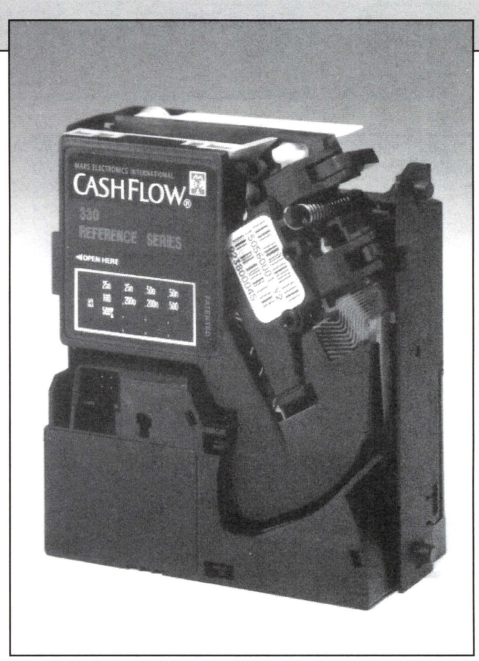
Other features include four-way acceptance; a built-in control board; and additional space for larger bill magazines, easy installation, and future peripherals. The magnetic pinch roller has been eliminated to reduce debris build-up and the need for cleaning. The bill acceptor can easily be configured and updated to handle new currency designs.

Mars' second offering, the *ZT-1000* Series, offers the latest modular design in bill acceptors and provides trouble-free operation, easy removal and access to the reader transport unit without any tools. Once the *ZT-1000* is installed in a machine it provides operators with easy access to the RTU. One hand can be used to snap the RTU and lockable removable cassette (LRC) into place. Calibration is performed by feeding a paper calibration through the unit. The bill acceptor has a universal facing so that one size fits all models.

The *ZT-1000* has a fixed-width platform to recognize all United States bills up to $100. It can accept bills in more than one direction and has an increased capacity of up to 600 bills for on-going service at high-volume sites. It has also been designed for international applications. Advanced technology provides state-of-the-art protection against cheats and frauds. The front-mounted LRC comes in single- or double-lock formats with a third lock potential. It requires no tools to remove or secure the RTU and triggers an automatic cash box out signal when it is separated from the unit.



Third on Mars' list of new products is the *Cashflow 330,* one of the smallest high-performance coin validators available. It can accept up to 12 coins, measures approximately 4" x 4", and comes with a wide range of front plates and adapters to equip the unit for a multitude of coin-op applications. The *Cashflow 330* can be configured to match one of six different interfaces for greater compatibility.




A jam resistant design will reduce service calls, and the unit is upgradeable for new coin-introductions with factory-quality reprogramming. It supports coin set changes and provides high security against counterfeits and clones.

For more information, contact Mars Electronics Intl., 1301 Wilson Drive, West Chester, PA 19380-5963; (610) 430-2500; fax (610) 430-2694.

## Idea Art

When you're marketing a gaming location, how can you produce communications pieces to announce special events and keep employees informed without breaking the bank?

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Currently, Idea Art has 15 designs available for the gaming industry, including styles featuring card games, craps, slot machines, roulette, bingo, Lady Luck, and riverboat gambling. The designs are sold separately or available in the Casino Variety Pack, which includes four sheets of each design.

Idea Art also offers a wide variety of products geared specifically for employee announcements and letters and dozens of holiday-themed pieces. Preprinted brochure designs are perfect for mailers and even menuettes. Computer templates are available to ensure easy layout.

For more information, contact Idea Art, 2603 Elm Hill Pike, Suite P, Nashville, TN 37214; (800) 433-2278; fax (800) 435-2278. ▲

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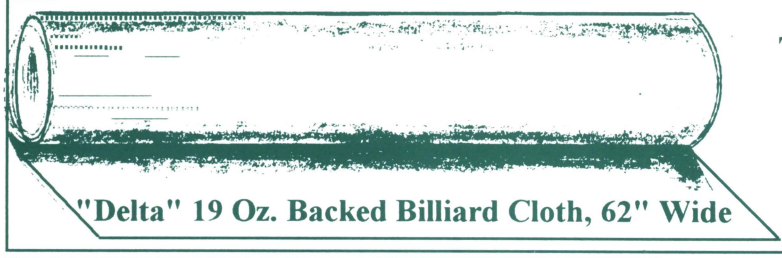

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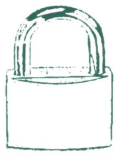

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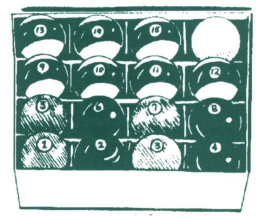

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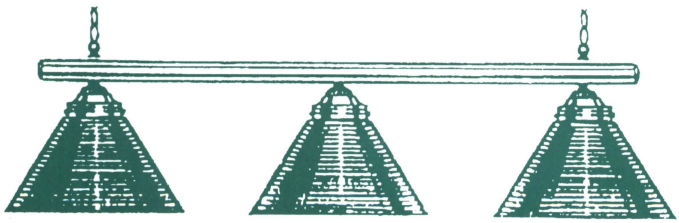

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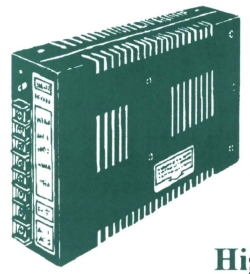

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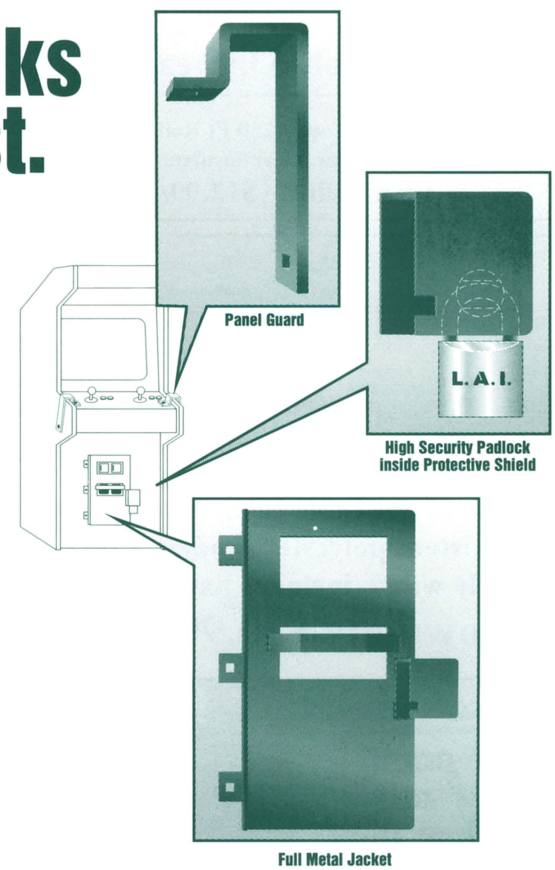


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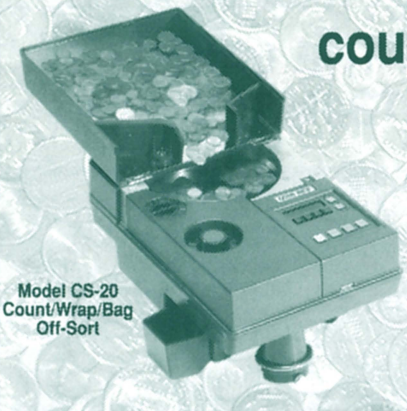

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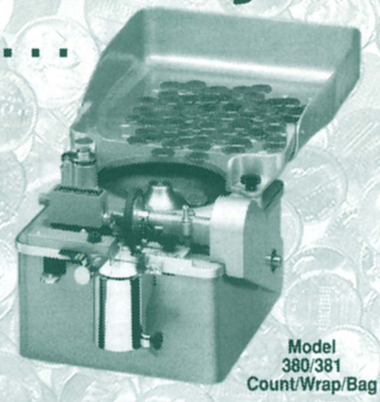

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# US Amusement Auction 1996

| | | | | |
|---|---|---|---|---|
| **May** | **11**<br>**Clementon, NJ**<br>(East of Philadelphia) Route 30 Mart<br>I-295, Exit 29 to Route 30 East<br>6 miles to Route 30 Mart on right. | **18**<br>**Columbus, OH**<br>Buckeye Building<br>Ohio State Fairgrounds<br>17th Avenue at I-71, Exit 111<br>Cellular: 614-271-7626<br>At Reorder Tone Dial: 502-551-1866 | | |
| **June** | **1**<br>**Indianapolis, IN**<br>Our Land Pavilion<br>Indiana State Fairgrounds<br>1202 East 38th Street<br>Cellular: 317-432-7626<br>At Reorder Tone Dial: 502-551-1866 | **15**<br>**Des Moines, IA**<br>University and East 30th Street<br>Iowa State Fairgrounds<br>*For information call*<br>**Tom Rhoades**<br>515-774-8424 | | |
| **September** | **7**<br>**Indianapolis, IN**<br>Our Land Pavilion<br>Indiana State Fairgrounds<br>1202 East 38th Street<br>Cellular: 317-432-7626<br>At Reorder Tone Dial: 502-551-1866 | **14**<br>**Columbus, OH**<br>Buckeye Building<br>Ohio State Fairgrounds<br>17th Avenue at I-71, Exit 111<br>Cellular: 614-271-7626<br>At Reorder Tone Dial: 502-551-1866 | **21**<br>**Des Moines, IA**<br>University and East 30th Street<br>Iowa State Fairgrounds<br>*For information call*<br>**Tom Rhoades**<br>515-774-8424 | **28**<br>**Kansas City, KS**<br>Wyandotte County Fairgrounds<br>1405 N. 98th Street<br>*For information call*<br>**Tom Rhoades**<br>515-774-8424 |
| **October** | **5**<br>**Clementon, NJ**<br>(East of Philadelphia) Route 30 Mart<br>I-295, Exit 29 to Route 30 East<br>6 miles to Route 30 Mart on right. | **10 thru 12**<br>**FUN Expo '96**<br>**Las Vegas, NV**<br>• Not An Auction •<br>Visit Us At Our Booth | **19**<br>**Indianapolis, IN**<br>Our Land Pavilion<br>Indiana State Fairgrounds<br>1202 East 38th Street<br>Cellular: 317-432-7626<br>At Reorder Tone Dial: 502-551-1866 | **26**<br>**Tampa, FL**<br>Special Events Building<br>Florida State Fairgrounds<br>Interstate 4 to Orient Road Exit<br>Cellular: 813-690-7626<br>At Reorder Tone Dial: 502-551-1866 |

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- All auctions begin at 10 am local time.
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- Inspection: day of sale 9-10 am.
- Removal of all equipment by midnight day of sale.
- Please, no cigarette machines or candy machines older than two years.
- Phone numbers listed for auctions are for Friday and Saturday only.
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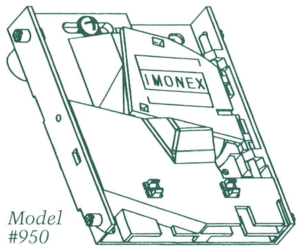

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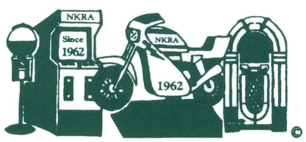


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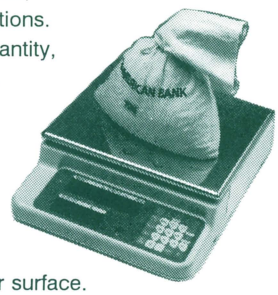

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## SATURDAY, MAY 18, 1996 • 10:00 A.M.

### McCaskill Auction Company • Cayce, South Carolina

**1147 Walter Price Street (803) 939-0880 • J. Max McCaskill (SCAL 2263)**

**INSPECTION: MAY 17, 1996 --1:00 P.M.-5:00 P.M.**

**TERMS:** All items sell as is/where is. All items must be paid for, in full, at conclusion of auction. Payment by cash or check (checks must be accompanied by bank letter guaranteeing payment). All items must be removed by 4:00 p.m., May 22, 1996. SC Sales Tax Applicable. 10% buyer premium (Max. $100 per unit).

**LOCATION:** From I-26, take Exit 115 (Hwy. 321) to W. Columbia, Follow Appx. 6 miles. Turn right on 12th Street by Love Chevrolet. Look for signs.

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| Virtua Racin' Twin | 6250 |
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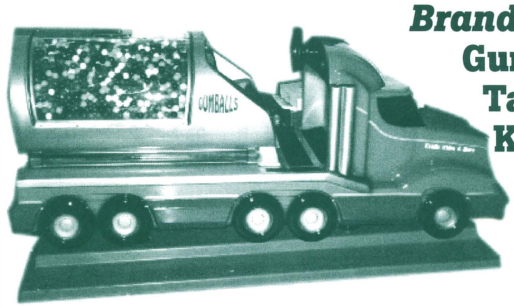


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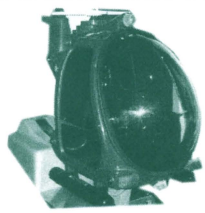

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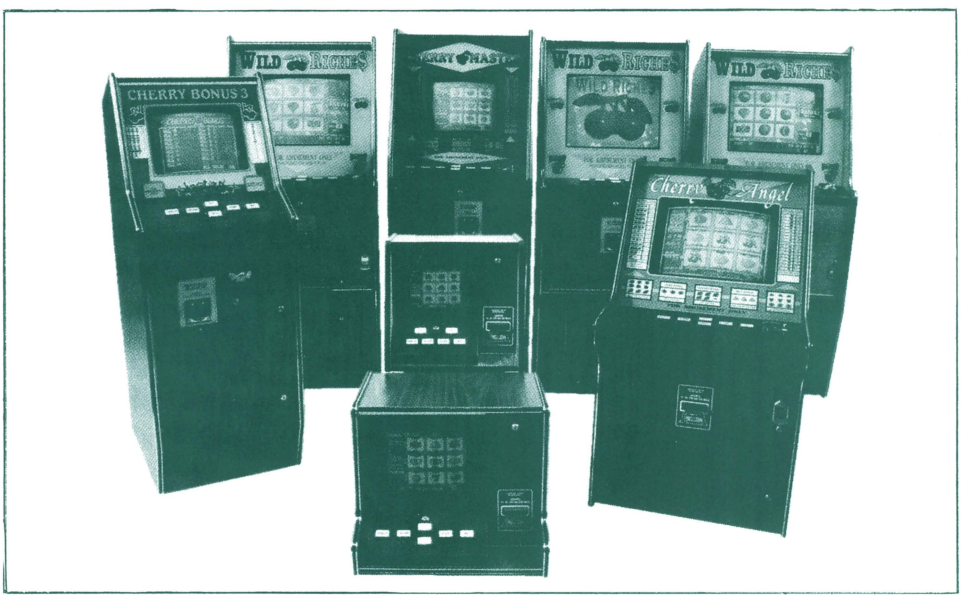


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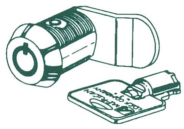

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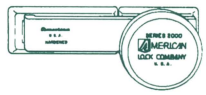

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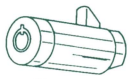

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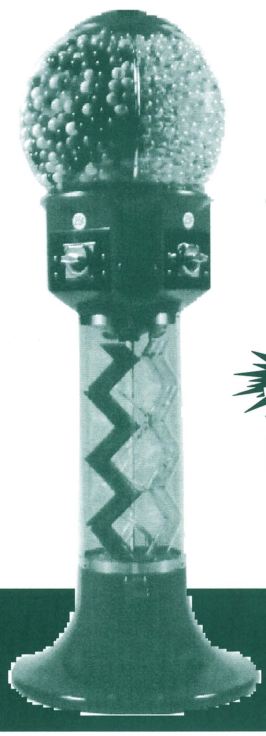

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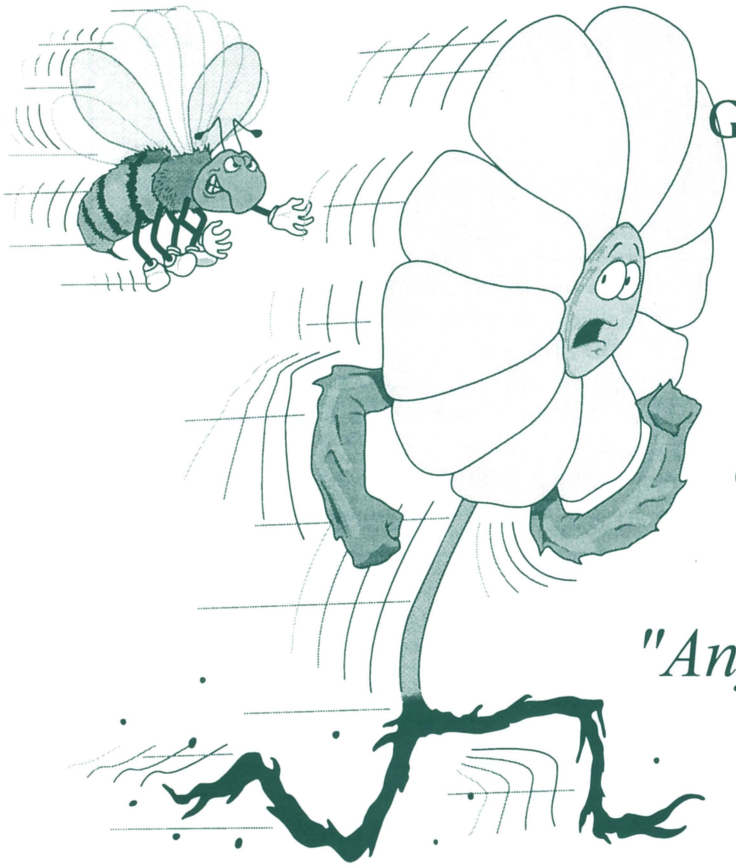

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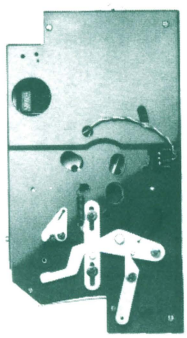

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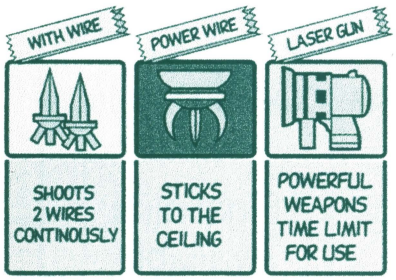


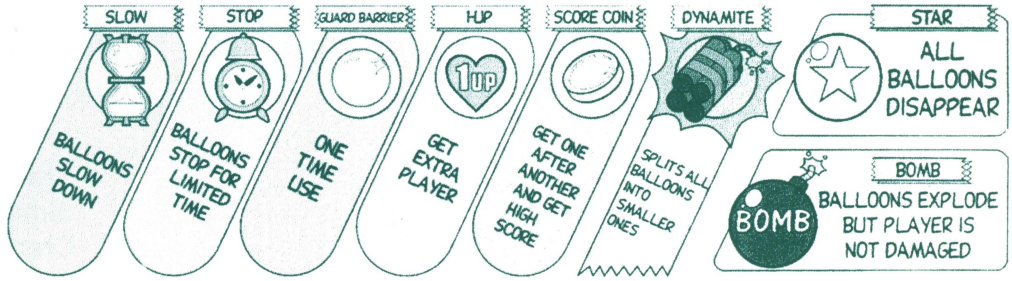


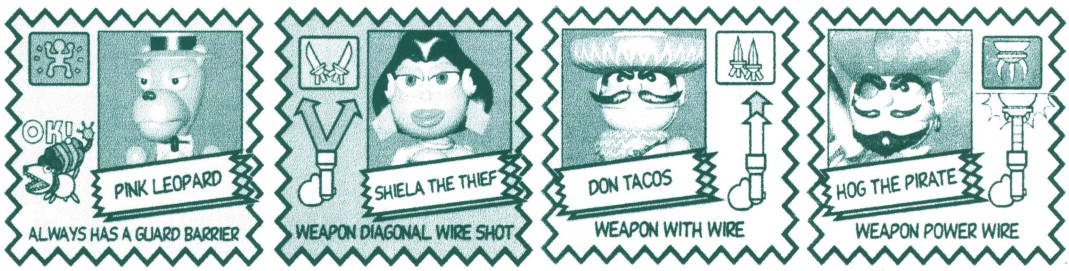


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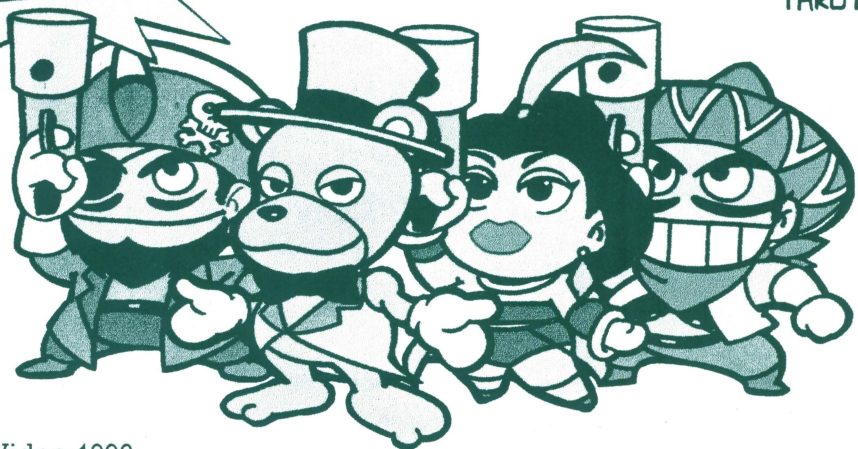

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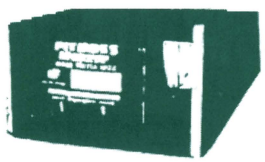

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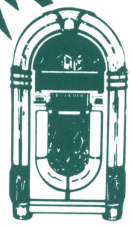

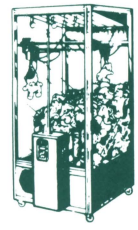
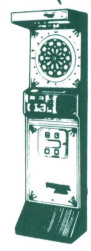

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| **AUGUST** | 3 Louisville, Kentucky<br>Common Wealth Conv. Cir.<br>221 Fourth Ave. Hall # C<br>Louisville, KY | 10 Chicago, Illinois<br>St. Charles Kane County Fair<br>St. Charles Industrial Bldg.<br>& Electric, IL | 17 Orlando, Florida<br>Central Fl. Fairground<br>4603 West Colonial Dr.<br>Orlando, Exhibit Hall | 24 Fullerton, California<br>2116 E. Walnut Ave.<br>Fullerton, CA | 31 Dallas/Mesquite, Texas<br>800 BigTown Mall<br>Mesquite, TX Expo Hall |
| **SEPTEMBER** | 7 Atlanta, Georgia<br>National Guard Armory<br>3736 Durham Park Rd.<br>Decatur, GA | 21 Columbus, Ohio<br>National Guard Armory<br>2825 W. Dublin-Granville Rd.<br>Columbus, OH | 28 Fullerton, California<br>2116 E. Walnut Ave.<br>Fullerton, CA | | |
| **OCTOBER** | 5 San Diego, California<br>UAW Hall # 506<br>2266 San Diego Ave.<br>Old Town, San Diego | 12 St. Charles, Missouri<br>1355 So. Fifth Street<br>St. Charles, MO<br>Exhibition Hall | 19 Fullerton, California<br>2116 E. Walnut Ave.<br>Fullerton, CA | 26 Sacramento, California<br>Placer County Fgrds.<br>800 All American Blvd.<br>Roseville, Jones Hall | |
| **NOVEMBER** | 9 Orlando, Florida<br>Central Fl. Fairground<br>4603 West Colonial Dr.<br>Orlando, Exhibit Hall | 16 Dallas/Mesquite,Texas<br>800 Big Town Mall<br>Mesquite, TX Expo Hall | 23 Fullerton, California<br>2116 E. Walnut Ave.<br>Fullerton, CA | | |
| **DECEMBER** | 7 Miami, Florida<br>Special Auction<br>Location TBA | 14 Fullerton, California<br>2116 E. Walnut Ave.<br>Fullerton, CA | 21 San Jose, California<br>Santa Clara Fairground<br>Gateway Hall, 344 Tully Rd.<br>San Jose, CA | | |

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| Cherry Delight | $135.00 |
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| Blackjack & Super 6 Card | $395.00 |
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| 905 Double UP | $650.00 |
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| JCM | $299.00 |
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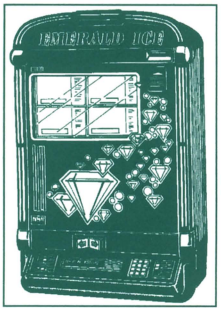


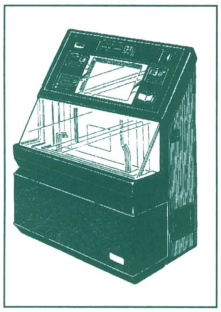

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| Hoop It Up | 3695 |
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| Monaco GP | 435 |
| Pole Position u/r | 450 |
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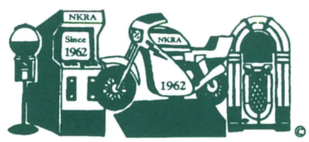


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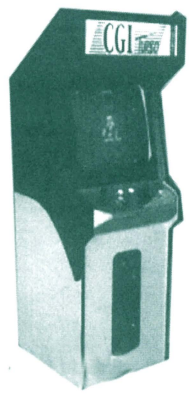


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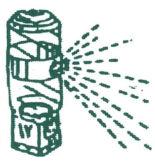

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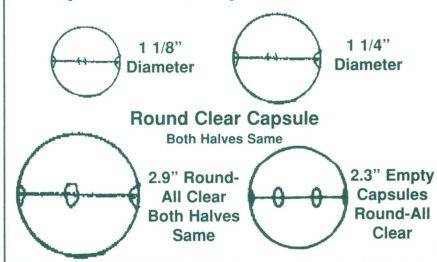

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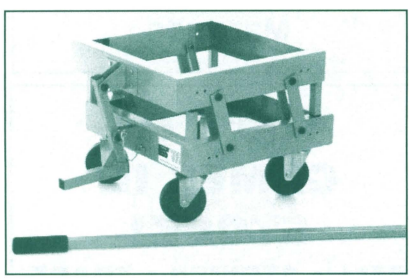

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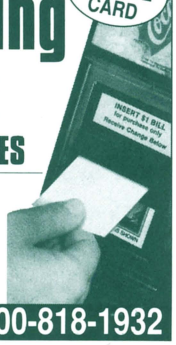

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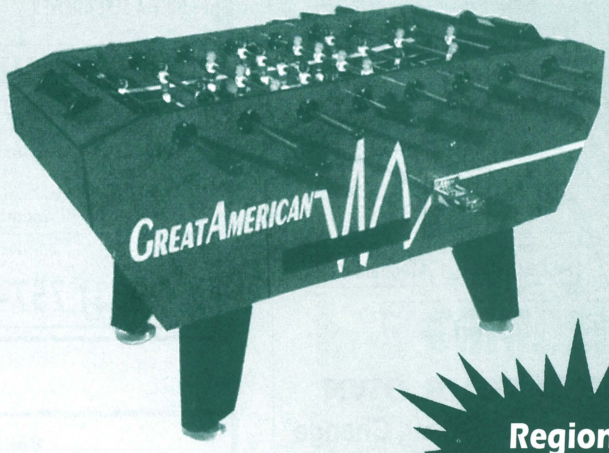


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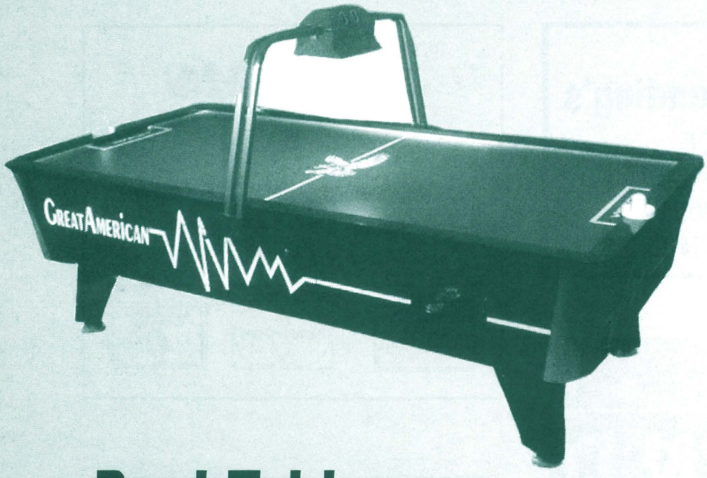


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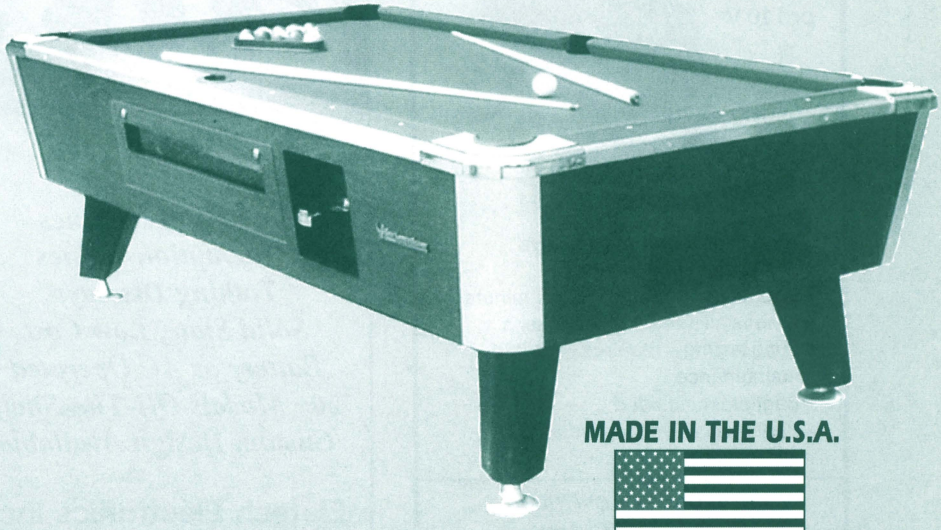

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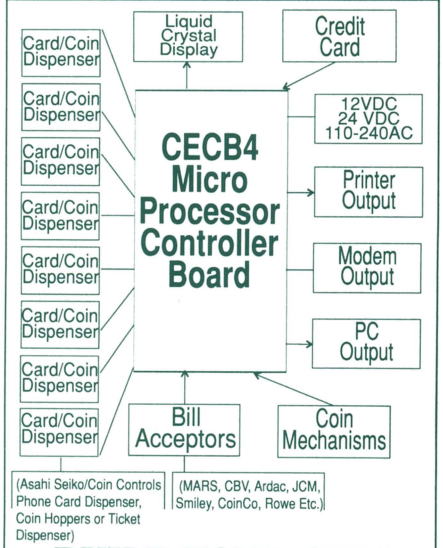


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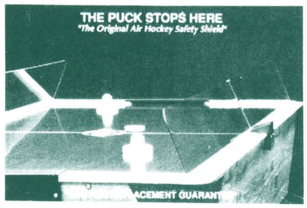


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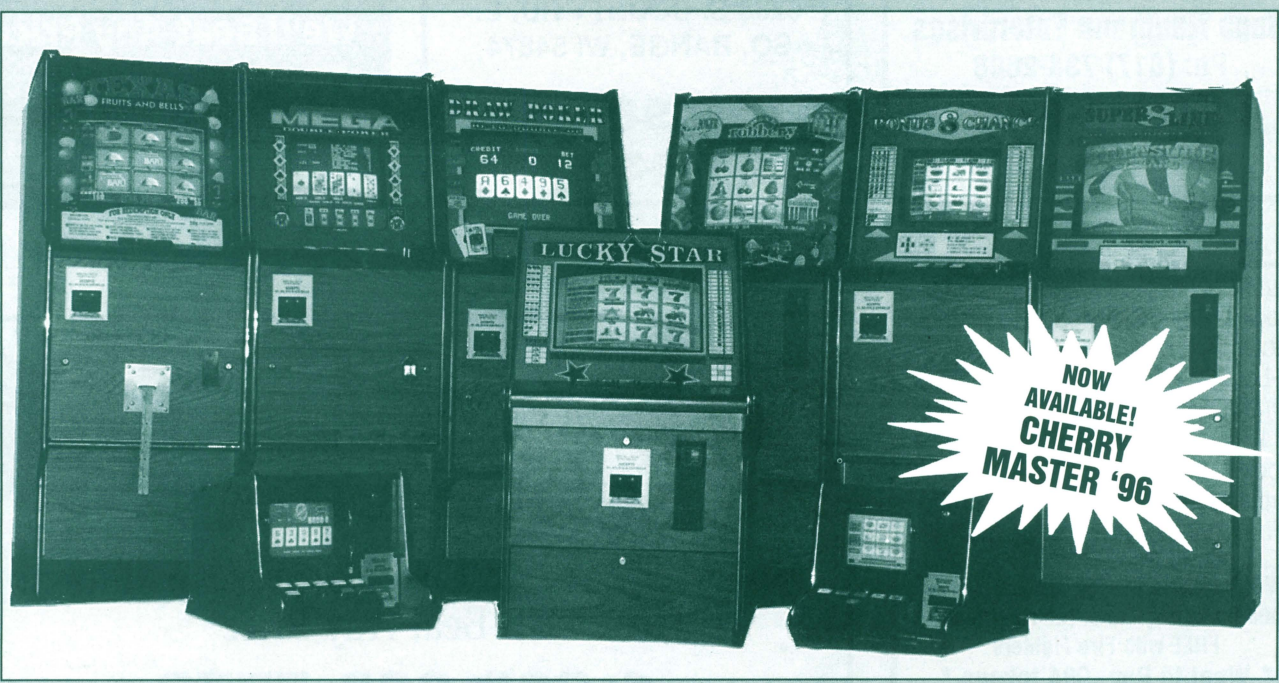


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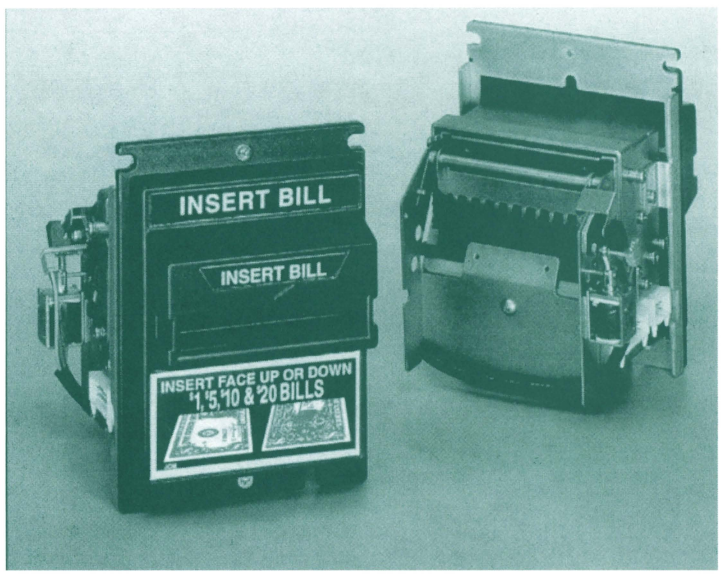


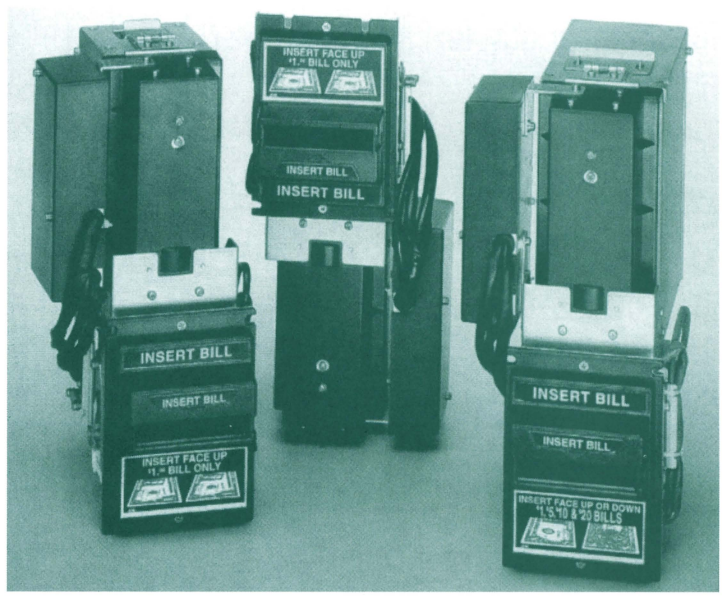


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**June 6-8**

Wisconsin Amusement and Music Operators Association Convention and Trade Show, Mead Inn, Wisconsin Rapids, Wis. Contact Maxine O'Brien, (608) 836-6090.

**June 21-23**

Illinois Coin Machine Operators Association Annual Meeting, Oakbrook Hills Resort, Oakbrook, Ill. Contact ICMOA, (708) 369-2406; fax (708) 369-2488.

**July 18-20**

13th Billiard Congress of America International Trade Expo, Minneapolis Convention Center, Minneapolis, Minn. Contact Frank Zdy, (619) 278-3877; fax (619) 268-9372.

**July 26-27**

Pennsylvania Amusement and Music Machine Association Convention and Trade Show, Seven Springs Mountain Resort. Contact PAMMA, (800) 521-7778 in Pa., or (717) 232-5322.

**August 15-17**

Ohio Coin Machine Association Convention and Trade Show, Ramada University, Columbus, Ohio. Contact OCMA, (614) 888-9772; fax (614) 888-9767.

**September 30-October 3**

World Gaming Congress & Expo, Las Vegas Convention Center, Las Vegas, Nev. Contact Alan Liebensohn, (212) 594-4120; fax (212) 714-0514.

**September 26-28**

Amusement and Music Operators Association Expo, Dallas Convention Center, Dallas, Texas. Contact AMOA, (312) 245-1021; fax (312) 321-6869.

**October 9-12**

6th Fun Expo, Sands Expo and Convention Center, Las Vegas, Nev. Contact Bailey Beeken, (914) 993-9200; fax (914) 993-9210.

**October 19-21**

World Waterpark Association Trade Show, Broward County Convention Center, Ft. Lauderdale, Fla. Contact Patty Miller, (913) 599-0300; fax (913) 599-0520.

**October 27-28**

Amusement and Music Operators of Virginia Convention and Trade Show. Contact Bill Carnohan, (804) 748-2092.

**October 31-November 2**

National Automatic Merchandising Association National Convention and Trade Show, America's Center, St. Louis, Mo. Contact NAMA, (312) 346-0370; fax (312) 704-4140.

**November 19-23**

78th International Association of Amusement Parks and Attractions Convention and Trade Show, New Orleans, La. Contact IAAPA, (703) 836-4800; fax (703) 836-4801. ▲

*For international events, see "International Scene.*

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